



California Department of Health Services  
CANCER PREVENTION AND NUTRITION SECTION

# California Nutrition Network for Healthy, Active Families 2002 - 2003 Project Directory



pineapples asparagus dates



watermelons zucchini celery



pumpkins limes cabbage



**Featuring:** Project LEAN Regional Lead Agencies • 5 a Day—Power Play! Campaign Regional Lead Agencies • Latino 5 a Day Campaign Regional Lead Agencies • Local Incentive Awards (Public Agencies) • Special Projects - California Healthy Cities and Communities - Faith Community Outreach - Food Security • Projects of Statewide Significance • Cancer Research Section Projects

*It's So Easy.*



mandarins cauliflower



walking soccer baseball



TO: *CALIFORNIA NUTRITION NETWORK FOR HEALTHY, ACTIVE  
FAMILIES (NETWORK) PARTNERS AND ADVOCATES*

SUBJECT: 2002-2003 PROJECT DIRECTORY

The Cancer Prevention and Nutrition Section is pleased to bring you the 2002-2003 Project Directory for the *Network*. The *Network* has been in existence for seven years and in 2003 is serving a population estimated at 1.6 million households that have incomes at or below 185 percent of the Federal Poverty Level. This includes more than 7 million persons, many of whom are children.

This Directory introduces the work of all *Network*-funded programs, which promote eating more fruits and vegetables, being physically active every day, and, for those who are eligible, participating in nutrition assistance programs. These state, regional and local programs do this through educating consumers and fostering environments conducive to these healthy behaviors.

*Network* partners use social marketing techniques to reach large numbers of people. The *Network's* definition of social marketing is very pragmatic: it is the application of the commercial marketing mix of advertising, public relations, promotion, and personal sales (education) combined with public health techniques of consumer empowerment, community development, public/private partnerships, media advocacy, and policy, systems and environmental change. The *Network's* goals are to increase healthy eating, physical activity, and food security. In addition, program activities described in the Directory reflect efforts to make an impact at the five levels of social influence: Policy, Systems and Environmental Change; Community Change; Organizational/Institutional Change; Interpersonal Change; and Individual Change.

Most of the projects presented in this Directory participate in the Local Incentive Award (LIA) Program. Local Incentive Awardees are public agencies that already spend non-federal funds on allowable nutrition education activities serving low-income



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[www.consumerenergycenter.org/flex/index.html](http://www.consumerenergycenter.org/flex/index.html)

households. This portion of the budget is referred to as the “Local Share.” By participating in the *Network’s* LIA Program, the partner demonstrates their existing spending toward the *Network* goals and receives a proportional amount of federal funds, referred to as the “State Share,” to extend the reach of their existing programs.

Other projects listed in this Directory include Food Security Special Projects, Faith Community Special Projects, Healthy Cities and Communities, the Healthy Eating and Child Overweight Prevention Projects, Physical Activity and Nutrition Resource Centers, regional lead agencies for California Project LEAN (Leaders Encouraging Activity and Nutrition), *California 5 a Day–Power Play! Campaign*, and *California Latino 5 a Day Campaign*, selected Cancer Research Program grants, and Department of Health Services and other statewide projects.

The project summaries are listed alphabetically within each of the 12 regions. The statewide projects are in a separate section at the end of the Directory. Contact information is included in each entry for those interested in learning more about the individual projects described. Indices organized alphabetically across regions, by county, and by contract type are included to aid you in finding a specific project or group of projects. We hope you will find the Directory a useful tool in strengthening collaboration efforts and networking with new partners in your region.

We continue to be encouraged by the strong, ever-expanding, and committed partnerships that are emerging in California communities to promote healthy lifestyles and eliminate diet- and physical-activity-related health disparities in our state. We thank our partners for their dedication to this important and urgent call to increase fruit and vegetable consumption, daily physical activity, and food security to promote good health and realize the potential of low-income families.

We gratefully acknowledge the United States Department of Agriculture Food Stamp Program as the source of *Network* funding, as well as the assistance of our sister agency, the California Department of Social Services.

Sincerely,

Susan B. Foerster, MPH, RD, Chief  
Cancer Prevention and Nutrition Section

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# I. *California Nutrition Network State Summary*



## California Nutrition Network for Healthy, Active Families



### State Summary for Year 07 2002-2003

#### Partners

The *California Nutrition Network*, a public/private partnership that uses large-scale social marketing approaches, is housed in the state's Department of Health Services. Leaders and participants include the California departments of Social Services, Education, and Food and Agriculture, including multiple agriculture marketing orders; the University of California, Cooperative Extension; the American Cancer Society, American Heart Association, California Elected Women's Association for Education and Research, California Food Policy Advocates, California Grocers' Association, Governor's Council on Physical Fitness and Sports, and Western Growers' Association. Seven different state Health Services programs participate, including California Project LEAN and the Physical Activity and Health Initiative. In total, over 300 government, non-profit and business organizations are partners.

#### Mission/Vision/Goals

The mission of the *California Nutrition Network for Healthy, Active Families (Network)* is to create innovative partnerships so that low-income Californians are enabled to adopt healthy eating and physical activity patterns as part of a healthy lifestyle. With the *California 5 a Day—for Better Health! Campaign (5 a Day Campaign)*, the *Network* works in the Cancer Prevention and Nutrition Section (CPNS) to increase Californians' consumption of fruits and vegetables to 5 or more daily servings, increase daily physical activity to at least 30 minutes for adults and 60 minutes for children, and achieve full participation in Federal food assistance programs. Principal funding for the *Network* and the *5 a Day Campaign* is made possible by in-kind contributions from state and local governments that qualify for Federal Financial Participation dollars from the U. S. Department of Agriculture's Food Stamp Program.

#### Target Audience

Californians eligible to participate in the Federal Food Stamp Program and low-income households with incomes at or below 185% of the Federal Poverty level which is \$33,485 for a family of four.

#### Top Projects

1. **Partnership and Resource Development:** The *Network* currently funds 188 projects, including Local Incentive Awardees (LIAs), special projects, *California Project LEAN* regions, *5 a Day—Power Play!* regions, and *Network* partners that serve as "ambassadors" in delivering the 5 A Day and physical activity messages. To create consistent and seamless communication to the public, *Network* and *5 a Day Campaign* projects and partners are provided with training, tools and resources in the areas of mass and targeted communications, public relations, community outreach, and social marketing. The *Network* and *5 a Day Campaign* host bi-annual Joint Steering Committee meetings to discuss collaborative efforts and provide guidance in four key policy areas—adults, children and youth, food assistance, and disparities.
2. **Research and Evaluation:** CPNS conducts the only statewide surveys focusing exclusively on healthy eating and physical activity. The surveys, conducted every two years, include the adult *California Dietary Practices Survey*, the *California Teen Eating, Exercise and Nutrition Survey*, and the *California Children's Healthy Eating and Exercise Practices Survey*. CPNS also collaborates with the researchers conducting the Behavioral Risk Factor Surveillance Survey, the Women's Health Survey, and the California Health Interview Survey. The surveys are used to help set state and local priorities and to raise public awareness. Focus groups, pilot tests and economic studies also are conducted.
3. **Media and Retail:** The *Network* and the *5 a Day Campaigns* conduct media and public relations activities, including the purchase of television and radio airtime; placement of outdoor ads, such as mobile billboards and bus wraps; regional media tours conducted by trained state and local spokespeople, supported by public relations activities at the community level. The *5 a Day Retail Program* actively works with over 200 supermarkets, neighborhood markets, and warehouse stores statewide. Active partners, such as Safeway, Albertsons, Ralphs, Vons, Stater Brothers, Save Mart, K.V. Mart, Stumps, and numerous independent grocers, conduct merchandising and promotional activities to encourage fruit and vegetable purchases. The merchandising components of the program include customized point-of-sale materials; ad slicks for print advertisements; in-store recipe booklets and brochures; and a CD-ROM containing advertising copy, graphics, health tips, and nutrition information to be used by retailers.

4. **Community Interventions/Development:** The *Network* and the *5 a Day Campaigns* facilitate the efforts of a wide range of community-based organizations to promote healthy eating and physical activity by increasing access to tested social marketing interventions, fostering partnerships, stimulating community development initiatives, and encouraging new interventions by Local Incentive Awardees. The LIAs, special projects, and other *Network*-funded projects have increased from a total of 48 in 1999 to 188 in 2003. They include 43 low resource school districts, 27 local health departments, 12 food security organizations, 15 African American faith organizations, 7 other state public entities, 12 California Project LEAN regions, 11 *5 a Day—Power Play! Campaign* regions, 4 *Latino 5 a Day Campaign* regions, 14 public colleges/universities, 4 Healthy Cities and Communities, 3 physical activity and nutrition resource centers, 8 Healthy Eating and Childhood Overweight Prevention Grants, 6 tribal organizations, 4 park and recreation departments, 3 city government agencies, 7 county offices of education, and 3 U.C. Cooperative Extension agencies. Five Cancer Research Projects also support *Network* interventions.
5. **Policy, Environmental and Systems Change:** The *Network* asks all its funded projects to change organizational policies and the physical environment and help low income families eat more fruits and vegetables, be more active, and participate in USDA nutrition assistance programs. Policy projects include development of a policy platform, sponsorship of a colloquium to translate food security research into statewide action, working with the Food Stamp Program on outreach and phasing EBT into farmers' markets, and advancing progressive nutrition and physical activity policies in low resource school districts.

### Funding

*Network* and *5 a Day* funding is provided primarily by the United States Department of Agriculture, with additional funding from the California Department of Food and Agriculture, The California Endowment and the Preventive Health and Human Services Block Grant of the Centers for Disease Control and Prevention. Some *Network* funds are administered by the Public Health Institute.

### Evaluation Measures

Evaluation of *Network* and *5 a Day Campaign* activities is based on the Social-Ecological Model and assesses programmatic changes at the policy, community, and institutional levels, as well as interpersonal and individual levels. This model is the basis for the USDA-commissioned White Paper on Evaluating Systems, Environmental and Policy Changes in Food Stamp Nutrition Education Programs. In addition to the biennial statewide surveys of adults, teens, and children, the *Network* and the *5 a Day Campaign* conduct a wide variety of evaluation activities, including semi-annual activity reports from all funded partners and collaboration with other *Network* states.

### Obstacles/Roadblocks

1. The long-term secular trends for fruit and vegetable consumption, physical activity and participation in USDA nutrition assistance programs are negative in most of California's population segments.
2. Social norms and the commercial marketplace foster unhealthy eating and sedentary lifestyles. Without additional large-scale interventions like the *Network* that address change in the entire state population, it will be very difficult for low income families to make healthier choices than the larger middle class does.
3. It has been difficult to persuade some business entities to redirect resources toward low income consumers and help to accomplish *Network* objectives.
4. Large state budget deficits have made expansion of policies and leadership activities more difficult.

For more information, please contact:

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California Department of Health Services  
Cancer Prevention and Nutrition Section  
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[www.ca5aday.com](http://www.ca5aday.com)

For materials: 888-EAT-FIVE

## II. Projects by Region



# Bay Area Region

Alameda, Contra Costa, Marin, San Mateo, and Santa Clara Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

Mary Foley  
Santa Clara County Public Health Department  
Nutrition & Wellness Unit  
976 Lenzen Avenue  
San Jose, CA 95126-2737

Phone: (408) 792-5245  
Fax: (408) 947-8745  
Email: [mary.foley@hhs.co.santa-clara.ca.us](mailto:mary.foley@hhs.co.santa-clara.ca.us)

### 5 a Day-Power Play! Campaign

Dion Ward  
UC Cooperative Extension, Alameda  
1131 Harbor Bay Parkway Suite 131  
Alameda, CA 94502

Phone: (510) 567-6812  
Fax: (510) 567-6813  
Email: [diward@ucdavis.edu](mailto:diward@ucdavis.edu)

**ALAMEDA COUNTY COMMUNITY FOOD BANK***Food Security Special Project***Jessica Bartholow**

Director of Education and Advocacy  
PO Box 94590  
Oakland, CA 94607

Phone: (510) 834-3663

Fax: (510) 834-3259

Email: jbartholow@secondharvest.org

**Grant Amount:**

**\$40,000**

**Year First Funded:**

**FFY 2002**

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (15%); Latino (50%); Native American; Pacific Islander (10%); Caucasian (10%); Farsi-speaking population (5%)
- Language: Spanish, Vietnamese, Cantonese, Khmer, Mandarin, English, Farsi

Settings

Community Center; Clinic; School; Farmers' Market; Faith Organization; Food Bank; food pantries; shelters; soup kitchens

Partners

350 partners from: School Food Service; University of California Cooperative Extension; Local Department of Social Services; 350 CBOs serving low income families; WIC; HeadStart

Description

Goals of the project include: educating and involving community organizations that work with low-income households in promoting healthy eating habits and public nutrition programs in Alameda County; educating low-income households seeking emergency food assistance about healthy eating habits and public nutrition programs in Alameda County; and, improving public and community nutrition assistance programs in Alameda County.

The project plans to establish a Nutrition Outreach Committee; development of an inventory of current food stamp and nutrition-related activities being carried out by area CBOs; and, development of an outreach plan to distribute materials to targeted low-income families.

This agency will also utilize the Alameda County Food Bank's Hunger Hotline to provide one-on-one assistance to approximately 250 families per month when applying for nutrition assistance programs.

The project will also develop a strong follow-up evaluation system where 100 Hunger Hotline clients who have received support from the project when applying for nutrition assistance programs (particularly food stamps) will be randomly surveyed twice to determine outcomes and success. Findings will then be distributed to the Nutrition Outreach Committee and the Alameda County Social Services Agency and appropriate elected officials. Based on the distribution and discussion of the report, the project will hold meetings with key officials to request action regarding barriers that are specific to Alameda County or certain cities and school districts within it.

**ALAMEDA COUNTY DEPARTMENT OF EDUCATION/OAKLAND YWCA***Physical Activity and Nutrition Resource Center***Carmen Bogan**

1515 Webster Street  
Oakland, CA 94612

Phone: (510) 451-7910

Email: cbogan@ywcaoakland.org

**Grant Amount:**

**\$150,000**

**Year First Funded:**

**FFY 2002**

Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian; African American; Latino
- Language: English

Settings

Community Center; School; Farmers' Market; Faith Organization; WIC offices

Partners

4 partners from: Schools; Local Health Department; Project LEAN; YWCA, West Oakland Health Center; Youth sports organizations; Local educational organizations; Churches; WIC

Description

The primary goals of the OakPARC (Physical Activity Resource Center) project are to: (1) develop a PARC that supports local nutrition education contractors and (2) promote and increase physical activity and positive eating behaviors among low-income women and their children in targeted areas of Oakland, including West Oakland and Downtown/Chinatown Central. This area was selected due to the chronic health issues manifested in African American women (ages 20 through 50) here, the dearth of accessible physical activity programs and the area's proximity to the YWCA of Oakland, the site for a physical activity resource center. Project activities include strategies that involve those gathering places that are a major part of the lives of the people here. The goal in employing activities is that they must be physically and economically accessible to this low-income community. Women are taught to form and sustain healthy lifestyles and become involved in physical activities at sites where their children are currently active. Church groups are involved in that they are the hub of the lives of many women here. OakPARC gives group presentations that encourage women to become more active and to adapt positive eating behaviors for themselves and their families. The YWCA, located within this community brings in physical activity and nutrition specialists to present to the women and their children and continually builds and internal, free or low-cost PA and Nutrition programs. In the summer of 2003, the YWCA will launch a Youth Aquatics and Nutrition Program which will feature "Mom and me" swims and nutritional presentations for women and their children.

**ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY, NUTRITION SERVICES***LIA—Local Health Department Channel***Martha Bureau, RD, MPH**

3600 Telegraph Ave

Oakland, CA 94609

Phone: (510) 595-6464

Fax: (510) 595-6440

Email: maburea@co.alameda.ca.us

**Local Share: \$5,519,720****State Share: \$2,759,860****Year First Funded: FFY 1999****Target Audience**

- Ages: Grade 4; Adults; Seniors
- Ethnicities: Asian (15%); African American (36%); Latino (22%); Caucasian (31%)
- Language: Spanish, Cantonese, Mandarin, English

**Settings**

Community Center; School; Grocery Store; Faith Organization

**Partners**

8 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; College/University; City of Oakland; YMCA Alameda Alliance for Health

**Description**

Alameda County Nutrition Services is addressing the reduction of chronic disease in the county through nutrition change on several different levels of the social ecological model. One such effort of this project is to improve eating habits and support positive modeling of families of school aged children in the Oakland Unified School District (OUSD). This is being done by targeting eight elementary schools and one middle school to increase consumption of fruits and vegetables every day. Eleven objectives focus on teachers, parents, principals, and food service personnel as the focus of positive role models and instrumental agents in the environmental, institutional, interpersonal, and individual change in the school. In-classroom, after school, community activities and events, including an increase in school breakfast participation and development of health councils, are planned. In 2001-2002 this project was successful in increasing awareness of fourth graders' knowledge of the food pyramid by 89 percent in five selected schools in OUSD.

This project also seeks to facilitate positive health behavior change for children in the Oakland Parks and Recreation Department programs. Two objectives targeting nutrition education presentations at sports practices for children and education of coaches are planned. As a result of above-noted objectives in the 2001-2002 contract year, there was a 12 percent increase in consumption of fruits and vegetables among children who were targeted for the nutrition education interventions.

Nutrition Services is working toward positive dietary change for seniors as well. Two objectives targeting nutrition education at senior sites and residential housing facilities will include development of Healthy Living Councils directed at institutionalizing change at the centers.

An additional goal focuses on reducing the incidence of chronic disease for communities at highest risk in Alameda County. Two objectives targeting formative research with strategically placed community health teams throughout low income pockets of Alameda County will comprise the majority of the 2002—2003 fiscal year. Intended results are individualized development of nutrition

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education programs for specific low income audiences. Systematic rollout of nutrition programs specifically designed to meet the needs of low-income neighborhoods geographically associated with the teams will occur in 2003-2004.

Finally, the goal of developing collaborative partnerships will be addressed. One objective targeting community change through supporting and sustaining efforts to promote nutrition throughout Alameda County will happen via a host of collaborative efforts and meetings.

**ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY, WIC PROGRAM***LIA—Local Health Department Channel*

<b>Linda Franklin, RD</b>	<b>Local Share:</b>	<b>\$456,326</b>
3600 Telegraph	<b>State Share:</b>	<b>\$228,163</b>
Oakland, CA 94609	<b>Year First Funded:</b>	<b>FFY 2001</b>
Phone: (510) 595-6450		
Fax: (510) 595-6440		
Email: lfrankli@co.alameda.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults
- Ethnicities: Asian (12%); African American (32%); Latino (45%); Native American (0.2%); Caucasian (9%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Cambodian, Russian, Bosnian, Lao, Thai, Arabic

Settings

Clinic; Grocery Store; Farmers' Market; WIC offices and other community settings

Partners

10 partners from: Local Health Department; Project LEAN; University of California Cooperative Extension; Medical Providers serving Medi-Cal clientele; Other local WIC agencies: La Clinica, Native American Health Center, West and East Oakland Health Centers, Tiburcio Vasquez, City of Berkeley

Description

The *Nutrition Network*-funded activities at Alameda County WIC this year include implementing 2003 seasonal education campaigns: Reducing Consumption of High Fat Foods, Promoting Dental Health, Promote Increased Physical Activity, and Promoting Increased Consumption of Fruits and Vegetables and Use of WIC Farmers Markets. Campaign materials and education plans are being developed in conjunction with other community partners and shared with other providers who serve low income food stamp eligible households in Alameda County. They include WIC programs, pediatric providers, Head Start Programs and other venues. In addition, WIC participates in local nutrition coalitions with community partners including The Nutrition Coalition of Alameda County, Project LEAN and the Bay Region WIC Nutrition Education and Training Coalition. Peer counselors provide support to promote breastfeeding and consumption of fruits and vegetables among Alameda County WIC clients. Finally, Alameda County WIC's seasonal education campaigns promote healthy eating among women served by the breastfeeding peer counselors.

## ALAMEDA COUNTY OFFICE OF EDUCATION—ROCK LA FLECHE COMMUNITY SCHOOL

*LIA—County Office of Education Channel*

### **Kelly Robinson**

118 Skelly Avenue  
Hercules, CA 94547

Phone: (510) 964-9511

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Email: kelrob3@attbi.com

**Local Share: \$189,469**

**State Share: \$94,734**

**Year First Funded: FFY 1999**

### Target Audience

- Ages: Grades 8-12
- Ethnicities: Asian (9%); African American (65%); Latino (14%); Caucasian (9%); Other (3%)
- Language: English

### Settings

School

### Partners

Schools; College/University; Foster Care Services; Seneca Center

### Description

This year the Rock La Fleche program continues to focus on enhancing students' understanding of the benefits of making healthy and nutritious food choices, especially increasing the daily consumption of fresh fruits and vegetables. The health and nutrition education program seeks to influence students' knowledge, attitudes and behaviors regarding the importance of taking care of themselves and their environment. These influences are asserted through regular exposure to healthy and nutritious foods, through planting and cultivating fresh produce in the school garden site and through documentation of the changes that occur on campus and in students' lives.

Weekly nutrition education classes provide opportunities for students to experience new foods and to prepare and share healthy snacks together. Students discuss and debate food related trends and current events including advertising and diet related disease. A campus production garden empowers students to plan a seasonal planting schedule and to cultivate a wide variety of fresh, organic produce for tasting, cooking classes and to stock the student-operated demonstration salad bar (which has been a very effective and popular nutrition education teaching tool). Finally, in the digital media arts program, students document health and nutrition program activities on campus and highlight intra- and interpersonal and environmental changes occurring as a result of program implementation.

Ultimately, students are preparing to research, develop and formally present (to the Alameda County School Board) their ideas about the creation of a new food policy. The suggested policy objectives will address the quality of school lunches and the long-term sustainability of the salad bar and the school garden site at Rock La Fleche as well as other nutrition and health related issues impacting all schools under the administration of the Alameda County Office of Education.

**BERKELEY UNIFIED SCHOOL DISTRICT***LIA—School/District Channel***Erica Peng**

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Berkeley, CA 94703-1764

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Fax: (510) 644-7753

Email: erica\_peng@berkeley.k12.ca.us

**Local Share:** **\$1,921,988**

**State Share:** **\$960,994**

**Year First Funded:** **FFY 1999**

Target Audience

- Ages: PreKindergarten; Grades 1-12
- Language: Spanish, Vietnamese, Hmong, Cantonese, Korean, Khmer, Mandarin, English

Settings

School; Farmers' Market

Partners

16 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; College/University; Farmers' Market; CBOs

Description

From October 1, 2001-September 30, 2003, the state share from the *California Nutrition Network* grant is being used to develop a comprehensive district-wide traditional day and after school nutrition education and physical activity/education promotion program within the Berkeley Unified School District (BUSD). The approach includes promoting nutrition education and physical activity to students, parents and families; building district and community partnerships; marketing nutrition messages through media and school-wide events; promoting access and offering healthier foods; and providing professional development to food service staff and teachers. Approximately 4,000 BUSD students receive comprehensive nutrition education that actively involves and provides students and families with opportunities to practice healthy dietary and lifestyle choices. The eight LIA schools include the following: Emerson, John Muir, Malcolm X, Rosa Parks, Thousand Oaks, Washington elementary schools; Willard Middle School; and Berkeley Alternative High School.

Project nutrition education program activities include, but are not limited to: nutrition-based garden education familiarizing students and families with a broad variety of vegetables and healthy foods; nutrition-based cooking instruction focused on preparing and tasting fresh fruits, vegetables, whole grains and beans; and nutrition education field studies to local gardens, farms, and farmers' markets to further reinforce lifelong healthy habits.

Parents and families are exposed to, and involved with, nutrition education and physical activity/education promotion at schools with Healthy Start and/or active parent and community involvement. 5 a Day nutrition education is available at school-wide parent meetings and events at targeted elementary and middle schools. Specific venues for marketing and promotions include but are not limited to the following: nutrition-based garden work parties for the community and families; nutrition-based gardening workshops and classes to encourage home gardening and cooking with whole foods, fresh fruits and vegetables; cooking demonstrations and tastings at after school, evening events, and weekend events.

The BUSD Health and Nutrition Curriculum Committee is represented by certificated teachers, site curriculum coordinators, and garden and cooking instructors. Grade level working groups have developed baseline health and nutrition concepts, vocabulary, and skills aligned with grade-level science and health standards to provide a foundation for supporting classroom instruction. The Committee meets 5-6 times during the school year to identify resources, based on the agreed upon baseline objectives.



**BERKELEY, CITY OF, DEPARTMENT OF PUBLIC HEALTH***LIA—Local Health Department Channel*

<b>Kate Clayton</b>	<b>Local Share:</b>	<b>\$366,776</b>
2344 Sixth Street	<b>State Share:</b>	<b>\$183,388</b>
Berkeley, CA 94710	<b>Year First Funded:</b>	<b>FFY 2000</b>
Phone: (510) 981-5314		
Fax: (510) 981-5305		
Email: kclayton@ci.berkeley.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (8%); African American (38%); Latino (18%); Pacific Islander; Caucasian (29%); Multi-ethnic and other (7%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

Partners

Schools; Parks and Recreation; College/University; University of California Cooperative Extension; Food Policy Council; Farmers Markets

Description

The 1999 Berkeley Health Status Report revealed striking disparities in the health of residents based on race/ethnicity and socioeconomic status. The "Berkeley Be Fit" project addresses this disparity utilizing all 5 spheres of the Social-Ecological Model to increase nutrition education, fruit and vegetable consumption and promote physical activity among low-income Berkeley residents with an emphasis on African-American and Latino residents of South and West Berkeley. Outreach, educational and promotional activities are conducted through an intergenerational approach at a wide range of locations throughout the city including after school city recreation programs, job training programs, recreation centers, homeless shelters, churches, preschools, the Berkeley Public Health Department Clinics (Berkeley High School Health Center and WIC programs), and non-profit agencies and programs. The project also includes special nutrition and physical activity promotion projects in collaboration with two predominately African American churches and 2 senior centers in low-income areas. Services are delivered by Registered Dietitians, community health workers, and peer residents and include table outreach, workshops, newsletters, and a web page.

Outreach providing both nutrition education, assisting in increased use of federal nutrition programs, and promoting access to local, healthy, low-cost foods and nutrition assistance programs is conducted in collaboration with other community programs at venues such as street corners, street fairs, recreation and senior centers, clinics, ethnic events (Juneteenth, etc.), parks, beauty shops, and laundromats. The project also works with Berkeley Food Policy Council members, the school district and other community partners in collaborative venues to implement activities of a culturally appropriate social marketing campaign to promote consumption of seasonal produce.

Finally, project staff is in year two of implementing the city food policy. Food Policy Council members and city staff have formed working groups to focus on: (1) increased healthy food choices at after-school programs and all city-sponsored activities; (2) increased small garden, community garden and container gardening in low-income areas; (3) increased use of federal nutrition programs; and (4) education on the true cost of foods and support for local, seasonal purchasing including cooking classes and taste tests.

**BERKELEY, CITY OF, DEPARTMENT OF PUBLIC HEALTH—HEALTHY CITIES***Healthy Cities and Communities Special Project***Kate Clayton**

2344 Sixth Street  
Berkeley, CA 94710

Phone: (510) 981-5314

Fax: (510) 981-5305

Email: kclayton@ci.berkeley.ca.us

**Grant Amount:**

**\$25,000**

**Year First Funded:**

**FFY 2000**

Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (8%); African American (38%); Latino (18%); Pacific Islander; Caucasian (29%); Multi-ethnic and other (7%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

Partners

Schools; Parks and Recreation; College/University; University of California Cooperative Extension; Food Policy Council; Farmers Markets

Description

This California Healthy Cities and Communities (CHCC) project was first funded in January of 2000 and its three-year award cycle ended January 31, 2003. The City of Berkeley is also a *Network Local Incentive Awardee* and, in that capacity, continues its nutrition education outreach to low-income residents in the community. Results of the final year project activities are as follows:

Six workshops were conducted on six different topics focusing on preparing quick and healthy recipes with fruits and vegetables, with a total of 46 residents participating. Eighty percent of the participants reported knowing they should eat five servings of fruits and vegetables a day, while 66 percent reported they had met that recommendation. A follow-up post-test was conducted, but only 13 of the 41 participants could be reached. However, of the 13 respondents, all indicated increased fruit and vegetable consumption.

Thirty-two teens participated in an initial discussion on fast food, and its impact on personal, environmental and social health, including the obesity epidemic. All 32 teens were assessed on knowledge, attitudes and behaviors regarding fast food issues including nutrition, marketing, food choices, obesity contribution and racial issues. One hundred percent of the teens knew that fast food is high in fat and calories and relatively low in nutrients, 88 percent eat fast food at least once a week, and 70 percent super-size their orders. As a result of the education activities, 16 percent indicated an intent to increase consumption of fruits and vegetables to 5 or more servings a day, while 15 percent intended to increase to 4 servings per day, and 39 percent intended to increase to 3 servings per day.

During this reporting period, nine adults in the faith community participated in an initial discussion on fast food marketing, its impact on personal, environmental and social health, including the obesity epidemic and the role of black churches in combating it. Adults from three churches will

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participate in at least one educational session, and a post-test will be conducted at six months following the intervention.

Three Berkeley Food Policy Council members, including one attorney, formed a working group to assess the feasibility of tax incentives to support increased availability of fresh produce in corner stores, and to require developers to contribute to urban agricultural development. A feasibility report is currently being drafted for the Food Policy Council to review.

Local staff partnered with the University of California-San Francisco (UCSF) Center for Healthy Active Aging, which has had success with using pedometers as motivational tools with senior and middle-income populations. UCSF provided technical assistance to train local staff and the walking club leaders in the use of pedometers and other motivational supports to increase physical activity. Neighborhood walking groups were then formed to increase physical activity among low-income residents of Berkeley. One walking group with five African American women began in May 2002 at the South Berkeley Senior Center. Two additional walking groups were scheduled to begin in late Fall 2002. Due to challenges in recruiting residents to participate, staff modified recruiting strategies and will focus on forming three walking groups instead of the anticipated four, though the total number of residents to be involved (20) will remain the same.

To further institutionalize the Healthy Cities concepts within the City of Berkeley, local staff met with the Office of Transportation to initiate discussions on potential collaborations between public health and transportation on improving environmental supports for healthy behaviors, such as sidewalk/street improvements, safe routes to schools, and other enhancements. Both entities have committed to additional discussions.

**BERKELEY, CITY OF, DEPARTMENT OF PUBLIC HEALTH—WIC***PCFH Healthy Eating and Childhood Overweight Prevention Grant*

<b>Kate Clayton</b>	<b>Grant Amount:</b>	<b>\$45,000</b>
2344 Sixth Street	<b>Year First Funded:</b>	<b>FFY 2002</b>
Berkeley, CA 94710		
Phone: (510) 981-5314		
Fax: (510) 981-5305		
Email: kclayton@ci.berkeley.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1, 2; Adults
- Ethnicities: African American; Latino
- Language: Spanish, English

Settings

Community Center; School; Childcare centers; Head Start sites

Partners

7 partners from: Lifelong Medical Center (community's main provider of primary care to uninsured and underinsured); Berkeley Medical Association and their private provider members; City of Berkeley WIC and Black Infant Health Programs; Tobacco Prevention and Control Programs; Berkeley High School Health Center; and the Chronic Disease Prevention Program Registered Dietitians

Description

The overall goal of the City of Berkeley's Partnering with Health Care Providers to Reduce Childhood Overweight is to contribute to the reduction of racial disparities in childhood obesity in Berkeley by establishing an effective, ongoing health care provider trainer and awareness program. The primary objective for this childhood overweight prevention project is a minimum of 100 health care providers serving low-income families at community clinics and the High School Health Center will receive information and training to increase their expertise on issues of childhood obesity, of whom at least 30 percent will incorporate assessment of overweight/obesity and advice on nutrition and physical activity into regular office visits.

**CONTRA COSTA COUNTY HEALTH SERVICES DEPARTMENT***LIA—Local Health Department Channel*

<b>Melody Steeples</b>	<b>Local Share:</b>	<b>\$1,067,306</b>
597 Center Avenue, Suite 115	<b>State Share:</b>	<b>\$533,653</b>
Martinez, CA 94553	<b>Year First Funded:</b>	<b>FFY 1996</b>
Phone: (925) 313-6839		
Fax: (925) 313-6840		
Email: msteeples@hsd.co.contra-costa.ca.us		

Target Audience

- Ages: Grades 1-5; Young Adults; Adults
- Ethnicities: Asian (10%); African American (25%); Latino (30%); Caucasian (35%)
- Language: Spanish, English

Settings

Community Center; School; Grocery Store; Farmers' Market; worksites

Partners

School Food Service; Local Health Department; University of California Cooperative Extension; Local Department of Social Services; CBOs &amp; voluntaries; Head Start

Description

The Nutrition & Food Security Project (NFSP) uses the Spectrum of Prevention to plan its strategies and activities. The Spectrum of Prevention is a broad framework that includes seven strategies for addressing complex, significant health problems. NFSP will influence policy and legislation by seeking to expand the county food policy to include organizations that subcontract and/or partner with the county. To mobilize the community, our food security project is working with community organizations and residents to institute a farm stand program for several low income neighborhoods. They will also work with others in county government to identify a grocer for vacant retail space in North Richmond. NFSP is also working with the Coalition for Children's Physical Activity and Nutrition (CCPAN) to address competitive foods at schools in the county. They will also award mini-grants to three non-government organizations to incorporate nutrition and physical activity promotion into their services. They provide staffing to the West Contra Costa Food Security Council which addresses problems around access to healthy food and nutrition information in West Contra Costa. They are also awarding a mini-grant to the aforementioned CCPAN to further its work in childhood obesity prevention. To educate providers, they will provide training to at least two provider groups this year in addition to providing technical assistance to community organizations interested in conducting food stamp outreach. They will issue 6 or more press releases and have the PSA they produced last year aired on the local public access station. Finally, they will provide workshops and food demonstrations on at least 24 occasions as well as provide nutrition education and physical activity promotion in support of lactation for new, low-income mothers.

**DALY CITY, DOELGER SENIOR CENTER, PARKS AND RECREATION DEPARTMENT***LIA—Parks and Recreation Channel***Sue Horst**

Senior Services Supervisor  
 Doelger Senior Center  
 101 Lake Merced Blvd.  
 Daly City, CA 94015-1048  
 Phone: (650) 991-8014  
 Fax: (650) 746-8360  
 Email: shorst@dalycity.org

**Local Share: \$159,790****State Share: \$79,895****Year First Funded: FFY 1999****Target Audience**

- Ages: Adults; Seniors
- Ethnicities: Asian (50.7%); African American (4.6%); Latino; Native American (0.4%); Pacific Islander (0.9%); Caucasian (25.9%); Any other ethnic groups in area (11.3%)
- Language: Spanish, Cantonese, Tagalog, Mandarin, English

**Settings**

Community Center; Grocery Store; Farmers' Market; Faith Organization; Seton Medical Center

**Partners**

25 partners from: Farmers' Market; Serramonte Shopping Cntr.; City of Daly City; Jefferson Union High School District Adult Div.; Daly City Chamber of Com.; Bayshore Homeowners Assoc.; Crocker Homeowners Assoc.; Brown Bag—Second Hrvst.; Supporters of Doelger Senior Center; Jackie Speier, Senator, 8<sup>th</sup> Dist.; Stonestown Family YMCA; Community Gatepath; Self Help for the Elderly; St. Andrew's Community Housing System; Daly City Retirement Inn; Daly City Peninsula Works; Pilipino Bayanihan Resource Center; California Health Initiatives, Inc.; Midway Housing; Futures/Bayshore Family Center; County of San Mateo Human Services; Community Service Center; Health Plan of San Mateo

**Description**

The interventions in this project promote healthy eating, physical activity and provide Food Stamp Program information to the low-income senior population of Daly City and their families. Doelger Senior Center is a Park and Recreation managed site that is specific for senior programs and activities, including a senior nutrition program and many physical education classes. Through the Center, access to additional community centers in the city has been made available to promote the *Network's 5 a Day Campaign* by providing healthy cooking classes that embraces ethnic diversity. Food stamp information and curriculum emphasizing the merits of eating a healthy, balanced diet and exercising is also discussed during preparation and food sampling. A considerable number of seniors are reached during this activity; however, through community participation at health fairs, food bank distribution sites, the local Farmers' Market and supermarket the nutritionists are able to distribute pamphlets, flyers and prominently display their health and wellness display panel emphasizing 5 a Day to additional community members.

Media access is another tool that program funding employs to reach seniors and others in the community by way of contributing material to quarterly parks and recreation and adult activity guides, newspapers, local cable television and a website. In all activities, the success of the program is due to funding, collaboration with other partners, community involvement, and sensitivity to the culturally diverse community.

**EAST OAKLAND FAITH DELIVERANCE CENTER***Faith Community Outreach Special Project***Shené Bowie**

7425 International Blvd  
Oakland, CA 94621

Phone: (510) 638-1742

Fax: (510) 430-0946

Email: eofdchealth@aol.com

**Grant Amount:**

**\$45,854**

**Year First Funded:**

**FFY 2000**

**Target Audience**

- Ages: PreKindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: African American (85%); Latino (15%)
- Language: English

**Settings**

School; Farmers' Market; Faith Organization

**Partners**

4 partners from: Local Health Department; Local Department of Social Services; Oakland Health Centers

**Description**

"Healthy Lifestyles for Heavenly Bodies" is the name given to the health ministry at East Oakland Faith Deliverance Center that promotes the importance of increased consumption of fruits and vegetables and increase level of physical activity to 30 minutes per day for adults and 60 minutes for youth. This program incorporates nutrition education and physical activity promotion into the curriculum offered at the Ray E. Mack Christian Academy housed at the church. Students in grades K-8 are involved in activities that train parents, teachers and students about healthful lifestyles. The program reaches congregational members through workshops that address healthy eating, food preparation, weight management, cooking demonstrations, diabetes, breast cancer, and church sponsored physical activities including walking groups and gospel aerobics. Partnerships with Eastmont Wellness Center, First AME Church and the East Oakland Health Center further link members to their community. Additional outreach to church youth includes nutrition education classes, drill, baseball tournaments and softball teams. Activities are marketed along with nutrition education tips through newsletters, radio announcements and newspaper articles. The program has developed a farmers' market that will increase access to fruits and vegetables in the East Oakland area.

**EAST SIDE SCHOOL DISTRICT—ANDREW HILL HIGH SCHOOL***LIA—School/District Channel***Marilyn Bliss**

Andrew Hill High School  
3200 Senter Road  
San Jose, CA 95111

Phone: (408) 347-4143

Fax: (408) 347-4115

Email: blissm@esuhd.org

**Local Share: \$81,599**

**State Share: \$40,800**

**Year First Funded: FFY 1999**

Target Audience

- Ages: Grades 9-12; Adults
- Ethnicities: Asian (23%); African American (6%); Latino (51%); Native American (0.1%); Pacific Islander (7%); Caucasian (7%); East Asian (6%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Mandarin, English, Russian

Settings

School

Partners

3 partners from: Local Health Department; Project LEAN; College/University

Description

The program will maintain an additional nutrition class, an additional PE class that contains a month of nutritional education in class, and again will pilot a training table for after-school sports teams. There are approximately 120 students in the nutrition classes, 140 students in the PE classes, and about 70 students targeted in the after-school sports teams. In addition to the student program, the coordinator will promote the Food Stamp program and good nutrition at all adult school functions, including the ESL adult classes held on campus in the evening. The Medical Magnet coordinator also works with other outside agencies to address the nutritional needs of our students.

Major activities in the classroom include teaching and promoting 5 a Day, participating in Food on the Run lessons including involvement in the Nutrition Advisory Council, and parental handouts. PE classes will promote proper diet including fruits and vegetables for various activity levels, calorie needs and education regarding exercise on a daily basis.

The training table will use the Food Processor program on the computer and will apply this knowledge to each person's diet. Student athletes will participate in food demonstrations featuring fruits and vegetables.

The coordinator will promote the program through distribution of Food Stamp materials and attendance at various committee meetings throughout Santa Clara County.



**ECOLOGY CENTER: FARM FRESH CHOICE PROJECT***Food Security Special Project***Karina Serna**

2530 San Pablo Avenue  
Berkeley, CA 94703

Phone: (510) 848-1704

Fax: (510) 548-2240

Email: karina@ecologycenter.org

**Grant Amount:**

**\$54,926**

**Year First Funded:**

**FFY 2000**

Target Audience

- Ages: All Ages
- Ethnicities: Asian (10%); African American (40%); Latino (40%); Native American; Caucasian (10%)
- Language: Spanish, English

Settings

Community Center; School; Farmers' Market; Recreation center, afterschool program

Partners

6 partners from: Schools; Local Health Department; Parks and Recreation; Community/Youth Organizations

Description

This third year food security project continues to provide and increases access to low-cost, culturally-appropriate fresh fruits and vegetables among low-income African American and Latino residents of South and West Berkeley at three strategic, well-located neighborhood locations for approximately 150 individuals and families on a weekly basis provided by at least three limited resource, local farmers of color.

The project utilizes the marketing mechanism known as Community Supported Agriculture (CSA) which is increasing in popularity among higher income individuals and families where buyers agree to order certain amounts of produce from participating farmers as members of the CSA and, in turn, receive certain fruits and vegetables at agreed upon prices at agreed upon pick-up locations. The Ecology Center project includes the basic features of a CSA but membership fees and prices are designed to be lower for low-income buyers but contributing to the viability of marginal farmers' incomes.

The project continues to engage in an active outreach campaign through the use of part-time community food security organizers and the objective is to enroll and maintain a membership of at least 150 community members in the Farm Fresh Choice project. One of the project's additional objectives is the sustainability of the project and for it to be self-supporting.

Finally, the project through the leadership of the Berkeley Farmers' Market Manager will assist farmers' markets in Alameda County that accept Food Stamps, and in other targeted counties, to successfully transition from Food Stamp coupons to Electronic Benefit Transfer (EBT) in 2002-2003 based on what was learned in the pilot county.

**HAYWARD UNIFIED SCHOOL DISTRICT***LIA—School/District Channel***Chris Boynton**

PO Box 5000

Hayward, CA 94540-0001

Phone: (510) 325-5017

Fax: (510) 784-2656

Email: cboynton@husd.k12.ca.us

**Local Share:****\$723,006****State Share:****\$361,503****Year First Funded:****FFY 2002**Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (5.4%); African American (12.2%); Latino (67%); Native American (2%); Pacific Islander (3.8%); Caucasian (7.6%); Filipino (3.8%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Farsi, Tongan

Settings

School

Partners

6 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

Ms. D, one of the vice principals, caught a kid sneaking what she thought was candy in the lunch line. The student, holding up a radish, laughed, "No it's not, it's our science experiment, it's a radish and it's great!"

This is the first year of implementation for Hayward Unified. The Hayward Nutritional Learning Community Project is composed of Burbank, Muir, Park and Tyrell Elementary schools in Hayward. The goal of the project seeks to develop a learning community around nutrition to encourage all members of the community to eat 5 fruits and vegetables a day and stay actively fit. One hundred percent of the Burbank teachers, approximately 60 percent of teachers at Muir and Tyrell, and 80 percent of Park Elementary School teachers are participating in the project. Approximately 2,000 students are receiving weekly nutritional education through inquiry science curriculum; the K-3 students are using Botany On Your Plate and the 4-6 grade students are using LIFE, Linking Food with the Environment.

The curriculum uses fresh produce to examine plant parts and give students an opportunity to taste many healthy new foods promoting the consumption of 5 fruits and vegetables a day. The two year LIFE curriculum explores healthy choices for students through weekly science inquiry. Both curriculums are also integrated into language arts academic standards and are excellent for English Language Learners and Bilingual students. Teachers have attended full day professional development at the UC Botanical Gardens and are supported with a full time resource specialist and mentor teacher during the week. Materials are delivered to the site so that teachers can implement the curriculum. Families are included in a variety of ways through assessing, attending informational meetings and volunteering in the classrooms.

## MARIN COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES

### *LIA—Local Health Department Channel*

<b>Linda Armstrong</b>	<b>Local Share:</b>	<b>\$227,932</b>
555 Northgate Drive	<b>State Share:</b>	<b>\$113,966</b>
Suite B	<b>Year First Funded:</b>	<b>FFY 1999</b>
San Rafael, CA 94903		
Phone: (415) 499-7059		
Fax: (415) 499-6266		
Email: <a href="mailto:larmsstrong@co.marin.ca.us">larmsstrong@co.marin.ca.us</a>		

### Target Audience

- Ages: All Ages
- Ethnicities: Asian (2%); African American (5%); Latino (40%); Pacific Islander (1%); Caucasian (52%)
- Language: Spanish, Vietnamese, English

### Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Agencies; Senior Centers; Food Banks

### Partners

10 partners from: Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension; Local Department of Social Services; School Nurses Org., American Academy of Pediatrics, local chapter; American Cancer Society, local chapter; EECOM, Food Systems Project, Center for Ecoliteracy

### Description

The Marin County Department of Health and Human Services is engaged in developing and implementing a social marketing campaign, "Feel the Difference! Eat Healthy! Be Active!" This campaign is designed to promote the consumption of at least 5 servings of fruits and vegetables a day along with regular physical activity. Marin County is also promoting the 5 a Day and physical activity messages through Planet Health, a fun, interactive nutrition education exhibit targeted to school aged children and their families. Marin County developed and teaches the Seven Healthy Habits for Living targeting low-income households. In Marin County schools, the Health and Human Services Department is working with School Nurses Organization on a nutrition assessment of fifth graders. Working with a subcontractor, San Geronimo Healthy Community Collaborative, on school food policy, food bank nutrition education, and increasing awareness of the free and reduced school meals program, Marin County continues to place an emphasis on environmental change and food security. Marin County is also addressing the nutrition education needs of seniors through collaboration with Public Health Nursing, Health and Disease Prevention Program for Seniors. Working with the Women, Infants and Children Program on nutrition education activities Marin County has participated in Farmers Markets, the Coalition for Children & Weight, and the Disordered Eating Task Force. Collaboration has occurred also with U.C. Cooperative Extension and the Food Stamp Program in nutrition education outreach to food stamp eligible families. In a new approach to nutrition education for low-income families, Marin County provided a dedicated Nutrition Help line to help direct residents to reliable nutrition resources and provide nutrition education information.

**MOUNT DIABLO UNIFIED SCHOOL DISTRICT—AFTER SCHOOL PROGRAM***LIA—School/District Channel*

<b>Stephanie Roberts</b>	<b>Local Share:</b>	<b>\$355,097</b>
1266 San Carlos Ave Suite A6	<b>State Share:</b>	<b>\$177,548</b>
Concord, CA 94518-1102	<b>Year First Funded:</b>	<b>FFY 2001</b>
Phone: (925) 691-0351		
Fax: (925) 691-1447		
Email: robertss@mdusd.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-8
- Ethnicities: Asian (9%); African American (17%); Latino (47%); Native American (0.14%); Pacific Islander; Caucasian (22%); Other (5%)
- Language: Spanish, Vietnamese, Hmong, Tagalog, English

Settings

Community Center; School

Partners

33 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

Mt. Diablo Unified School District enhances the existing nutrition education conducted in the classroom by adding an additional day (1.25 hours) of nutrition instruction. The focus of these additional lessons is to increase fruit and vegetable consumption among the District's students. Students at several elementary and middle schools also participate in a garden-based nutrition education program emphasizing the links between gardening and eating five servings of fruits and vegetables a day.

Students also learn to select, prepare, and cook nutrition foods focusing on fruits and vegetables. Elementary and middle school students at six sites receive this hands-on instruction to increase basic nutrition knowledge and improve students self-efficacy regarding eating five servings of fruits and vegetables a day.

The After School Program newsletter promotes the 5 a Day message and regular physical activity. The newsletters are distributed to students and their parents. The Food Stamp program is also promoted using the newsletter. A healthy snack or entrée recipe using fruits and vegetables is also included in the newsletter.

Mt. Diablo Unified School District also conducts staff trainings on a variety of nutrition education curricula and materials. These include Eating Right is Basic; *5 a Day—Power Play!*; Nutrition to Grow On; Authentic Integration of Math and Science; TWIG; and Eat Fit. Approximately 60 staff receive training.

**OAKLAND UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Jena Fiel</b>	<b>Local Share:</b>	<b>\$648,604</b>
Project Coordinator	<b>State Share:</b>	<b>\$324,302</b>
495 Jones Avenue	<b>Year First Funded:</b>	<b>FFY 2001</b>
Oakland, CA 94603		
Phone: (510) 879-8328		
Fax: (510) 879-2821		
Email: jenarebecca@aol.com		

Target Audience

- Ages: PreKindergarten; Grades 1-3
- Language: Spanish, Vietnamese, Cantonese, English

Settings

School

Partners

10 partners from: Schools; School Food Service; Local Health Department; University of California Cooperative Extension; Other CBO's

Description

The goal of the Seed to Table Project is to increase awareness and knowledge about the importance of 5 servings of fruits and vegetables and daily physical activity among at least 500-767 lower income children and their parents/caregivers participating in six of the Early Childhood Education Centers of the Oakland Unified School District.

The Early Childhood Education Centers achieve this goal by training parents/caregivers on nutrition education methods and tools to implement at home (e.g., working with a limited food budget, preparing 10-20 minute healthy recipes, and utilizing local food assistance programs); providing nutrition education activities for the Early Childhood children at their garden laboratories; and partnering with other local key projects, leaders, and businesses to help build upon the SEED TO TABLE project.

Successes to date include the development of the Seed to Table Team, which includes 6 Early Childhood Education Site Directors, Oakland Unified Food Service Department, and local CBO's, 6 gardens developed and maintained by Early Childhood children, teachers, parents, and community, working monthly with OUSD Food Services to plan food menu's for food served to ECE children (e.g., alleviating high sugar cereals and incorporating more fruits and vegetables into meals served at school), and collaborating with OUSD Nutrition Advisory Board to implement a new nutrition policy (ban of sodas in schools).

**SAN MATEO COUNTY HEALTH SERVICES AGENCY***LIA—Local Health Department Channel*

<b>Lydia Guzman</b>	<b>Local Share:</b>	<b>\$217,130</b>
32 W 25th Avenue Suite 203A	<b>State Share:</b>	<b>\$108,565</b>
San Mateo, CA 94403	<b>Year First Funded:</b>	<b>FFY 1998</b>
Phone: (650) 573-2025		
Fax: (650) 577-9223		
Email: lguzman@co.sanmateo.ca.us		

Target Audience

- Ages: Grades 9-12; Young Adults; Adults
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English, Farsi

Settings

Clinic; Health Fairs

Partners

Project LEAN

Description

For the FY 2002- 2003, this agency will continue to encourage the increase consumption of fresh fruits and vegetables by providing not only information, but also the opportunity to taste simple recipes at the Farmers' Markets, elementary schools, outdoor nutrition education program and cultural events. They will be developing multimedia PowerPoint nutrition education presentations in both English and Spanish.

They continue efforts to increase the awareness of the relationship between nutrition, physical activity and the obesity epidemic and chronic diseases. They will be coordinating a conference on obesity with a special focus on promoting physical activity and nutrition in low-income communities. They will be promoting physical activity in all community nutrition presentations and will be introducing low-income communities to local hiking trails and parks, encouraging them to hike, walk and dance with the hope that these physical activities will become an integral part of a healthy lifestyle. The "Teen Health Spa Program" will be available as an after-school program as will an eight-hour workshop on Saturdays. This project will continue to produce the "Teen Health Spa" newsletter that focuses on nutrition and physical activity for young teenagers. They will also be giving presentations to preschool parents and to English as a second language students.

Finally, they will be producing a monthly nutrition bulletin in Spanish that will be mailed and distributed in our low-income Latino communities. The bulletin will focus on chronic disease prevention through physical activity and nutrition.

**SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT***California Project LEAN Regional Lead Agency*

<b>Mary Foley, MS, RD</b>	<b>Local Share:</b>	<b>\$336,708</b>
Public Health Nutritionist	<b>State Share:</b>	<b>\$168,354</b>
Nutrition & Wellness Unit	<b>Grant Amount:</b>	<b>\$129,500</b>
Santa Clara County Public Health Dept	<b>Year First Funded:</b>	<b>FFY 1997</b>
976 Lenzen Avenue		
San Jose, CA 95126-2737		
Phone: (408) 792-5245		
Fax: (408) 947-8745		
Email: mary.foley@hhs.co.santa-clara.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 5-12; Young Adults; Adults
- Ethnicities: Asian (15%); African American (10%); Latino (50%); Native American; Pacific Islander; Caucasian (25%)
- Language: Spanish, Vietnamese, English

Settings

Community Center; Clinic; School; Grocery Store; Faith Organization

Partners

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; ACS; AHA; WIC; San Jose Job Corps

Description

The Bay Area LEAN lead agency coordinates BANC (Bay Area Nutrition Coalition) for Health to address community issues related to nutrition and/or physical activity. BANC meets every other month and produces quarterly newsletters for partners. The regional coordinator surveyed all *Network*-funded Local Incentive Awardees and Special Projects in the region and provided training and technical assistance to regional projects.

Regional staff provides expertise for media inquiries and activities occurring in the region and will coordinate activities for State-sponsored media campaigns, such as National 5 A Day Week.

The region's "Bite Me" (Eat more fruit. Everyday.) Community-Based Social Marketing (CBSM) Project with San Jose Job Corps students will continue with an updated behavioral outcome goal of increased vegetable intake. Evaluation results from the 2001-02 campaign indicated an increase of 1.07 servings of fruits and vegetables (combined).

Additional USDA funds enhance the regional work by funding additional support staff to produce and distribute the BANC newsletter and other communications for the regional coalition. The region will frequently provide staff resources for education and participation in health-related events in the Vietnamese, African-American and Latino communities. Regional staff will design, pre-test, provide and evaluate new nutrition education classes promoting fruit and vegetable consumption and physical activity to Job Corps students, Casa en Casa (Promotores), faith-based organizations, schools, WIC participants, and participate in at least seven community events.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY***5 a Day–Power Play! Campaign*

<b>Dion Ward</b>	<b>Grant Amount:</b>	<b>\$100,000</b>
UC Cooperative Extension, Alameda 1131 Harbor Bay Parkway Suite 131 Alameda, CA 94502	<b>Year First Funded:</b>	<b>FFY 2001</b>
Phone: (510) 567-6812		
Fax: (510) 567-6813		
Email: diward@ucdavis.edu		

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Alameda County acts as the San Francisco Bay Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 79,000 impressions with the region's 39,500 low-income 9- to 11-year-old children. The San Francisco Bay Region includes Alameda, Contra Costa, Marin, San Mateo, Santa Clara, and San Francisco counties.



## UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY—CHILD AND YOUTH NUTRITION PROGRAM

*LIA—University of California Cooperative Extension Channel*

<b>Lucrecia Farfan-Ramirez</b>	<b>Local Share:</b>	<b>\$104,402</b>
1131 Harbor Bay Parkway, Suite 131	<b>State Share:</b>	<b>\$52,201</b>
Alameda, CA 94502	<b>Year First Funded:</b>	<b>FFY 1998</b>
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Email: cdalameda@ucdavis.edu		

### Target Audience

- Ages: PreKindergarten; Adults
- Ethnicities: Asian (23%); African American (49%); Latino (16%); Native American (10%); Other (3%)
- Language: Spanish, Vietnamese, Tagalog, English

### Settings

School; Farmers' Market

### Partners

7 partners from: Schools; Local Health Department; Project LEAN; College/University; Local Department of Social Services; Children and Families Commission (Proposition 10); County Office of Education

### Description

The Nutrition Training Academy (NETA), a teacher-center nutrition education program for early childhood providers, completed its third year of operation in the Oakland Unified School District, New Haven Unified, and Hayward Unified Family Day Care Centers. Using a research-based training model, 300 teachers, 42 limited-English parents, and 6 Family Day Care Providers have participated in the program. NETA was featured at the Children, Youth & Families (CYFAR) conference in New Orleans, American Public Health Association in Philadelphia, and the Health and Ethnic Disparities Summit in Washington D.C. Process and outcome evaluation tools were used throughout the project. During the current project year, NETA will continue to build the early childhood provider's nutrition knowledge and skills about the importance of eating five fruits and vegetables a day for healthy life; expose them to garden-based nutrition education activities that support children involvement in experiential learning, and increase capacity to incorporate physical activities in the school by creating a supportive environment conducive to a daily 30 minutes developmental-appropriate physical activity routine and role modeling. The following project activities are in progress:

1. Prepare 12 issues "Tips for Professional"—A monthly professional, classroom-based, newsletter to implement lessons;
2. Publish 4 quarterly newsletter for Early Childhood Providers- Providing the latest research information, community updates, recipe information;
3. Conduct a series of physical education trainings and workshops using SPARKs training model;

- 
4. Collaborate with Seed to the Table Project at Oakland Unified School District to support the garden-nutrition linkage in the classrooms, and parent education;
  5. Provide on-going training and technical consultation to organizations serving children participating in the free and reduced- priced school meal program;
  6. Finalize *Nutrition Matters!*—early childhood classroom curriculum integrating nutrition, gardening, and physical activity;
  7. Promote participation in the Food Stamp and other Federal Nutrition Programs; and
  8. Continue working with California Project LEAN members and other partners influencing food policies changes in the school districts.

## UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY, FAMILY AND CONSUMER SERVICES

*LIA—University of California Cooperative Extension Channel*

### **Mary L. Blackburn**

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Alameda, CA 94502

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Email: [mlblackburn@ucdavis.edu](mailto:mlblackburn@ucdavis.edu)

**Local Share:** **\$117,308**

**State Share:** **\$58,654**

**Year First Funded:** **FFY 2001**

### Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (16%); African American (47%); Latino (18%); Native American (1%); Pacific Islander (2%); Caucasian (11%); Other (5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

### Settings

Community Center; Grocery Store; Farmers' Market; Faith Organization; Low Income Housing Projects

### Partners

12 partners from: Local Health Department; College/University; University of California Cooperative Extension; Local Department of Social Services; Food Bank; Housing Authorities

### Description

This second year project is closely tied to the introduction of Electronic Benefit Transfer (EBT) as a replacement for Food Stamp coupons in every county in California from 2002 to 2004. Alameda County, along with Yolo County, were the EBT pilot counties starting on August 1, 2002. The *California Nutrition Network (Network)* has been particularly concerned about how farmers' markets are often negatively affected by the introduction of EBT in the farmers' market environment.

A special multi-partner project in Alameda County last year directed by U.C. Cooperative Extension, Alameda County (UCCEAC), prepared Food Stamp recipients and eligible households for the introduction of EBT cards in Alameda County; to provide nutrition education to those individuals and families and stress the importance of eating fresh fruits and vegetables; and to promote and publicize the impending transition to EBT in the place of Food Stamps at nine farmers' markets in Alameda County that heretofore have redeemed Food Stamp coupons.

This special project also involved the collection of baseline data from between 200-250 low-income families in Alameda County in 2000-2001, many of which resided in Oakland Public Housing Authority complexes. A companion Local Incentive Award project also collected Family Assessment data together with nutrition education services to determine the degree to which families changed their eating habits, the consumption of fruits and vegetables, and their knowledge and use of farmers' markets in the county, and their familiarity with Food stamps and EBT.

This year's project is primarily involved with collecting post-project intervention data from the original families involved with the baseline project via four well-tested UCCE instruments.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, SAN MATEO COUNTY***Faith Community Outreach Special Project***Gloria R. Brown**

County Director, UCCE San Mateo-San Francisco  
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 Half Moon Bay, CA 94019

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**Grant Amount:**

**\$48,813**

**Year First Funded:**

**FFY 2000**

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: African American (90%); Latino (5%); Pacific Islander (3%); Caucasian (2%)
- Language: Spanish, English

Settings

Community Center; Faith Organization

Partners

5 partners from: Local Health Department; College/University; University of California Cooperative Extension; Local Department of Social Services; Inter-Faith Ministries

Description

The University of California Cooperative Extension (UCCE) is continuing to use and expand the reach of their Learn-by-Mail, HOMERUN nutrition education program at six African-American San Mateo and San Francisco county churches. The program includes mailed nutrition lessons on: cancer, heart disease, high blood pressure, food safety, diabetes, food celebrations and access to nutrition assistance programs. In almost two years of operation the project reached over 690 low-income African-American residents with culturally appropriate nutrition and physical activity messages and strategies. UCCE contributes a generous amount of In-kind dollars and services, which provides professional leadership and expertise. UCCE is partnering with the African-American Community Health Advisory Committee of Mills-Peninsula Health Services, the American Heart Association, and the University of California at San Francisco, as well as the California Wellness Foundation, San Mateo County and the American Cancer Society. Each church has a HOMERUN liaison trained by UCCE to facilitate nutrition education program signups, health screenings, pre/post participant evaluation tools, follow-up telephone interviews, face-to-face participant workshops, promote physical activity and strategies for serving nutritious foods at church functions. Liaisons also promote the HOMERUN program through church print materials such as posters, flyers, newsletters, and encourage pastor support. HOMERUN participants are invited to physical activity classes held in East Palo Alto and sponsored by outside funding. A spring Walk-A-Thon, "Soul & Stroll for Health 2003," is planned to celebrate and promote physical activity and healthful eating in the community. Church liaisons are also trained to improve the nutrition quality of food served at the many church functions, such as coffee hours, celebrations, etc. This project is also participating in the statewide Cancer Prevention and Nutrition Section of the California Department of Health in the evaluation of the faith outreach channel.

**URBAN INDIAN HEALTH BOARD, INC. (UIHBI)***LIA—Indian Tribal Organization Channel*

<b>Chris Weahunt</b>	<b>Local Share:</b>	<b>\$194,986</b>
NAP Director	<b>State Share:</b>	<b>\$97,493</b>
3124 International Blvd.	<b>Year First Funded:</b>	<b>FFY 1999</b>
Oakland, CA 94601		
Phone: (510) 535-4460 x135		
Fax: (510) 261-0646		
Email: chrisw@nativehealth.org		

Target Audience

- Ages: Grades 2-9; Young Adults; Adults
- Ethnicities: Asian (1%); African American (10%); Native American (50%); Pacific Islander (10%); Caucasian (10%)
- Language: English

Settings

Community Center; Clinic; School; Farmers' Market

Description

The goal of the *California Nutrition Network*-funded program of the Urban Indian Health Board, Inc., is to improve the nutrition and physical fitness status of patients of the Native American Health Center and of individuals living in the Fruitvale, Oakland neighborhood.

One of the most significant strategies used to implement the program has been determining the most convenient location to reach the target audience. Healthy Nations Wellness Center is a project of the Nutrition and Fitness Department of Native American Health Center. The Wellness Center has exercise equipment, an aerobics room and serves as a community-gathering place. Bulletin boards promoting a fruit or vegetable of the month, nutrition tips and other nutrition information are displayed and distributed at the wellness center. Exercise instructors quiz the participants about the fruit or vegetable of the month before every class. Also, when a person joins the wellness center they fill out a survey about their fruit and vegetable consumption. Nutrition classes and fruit and vegetable tastings are also conducted at the wellness center. Other important venues in the Fruitvale area where nutrition classes and education occur include the American Indian Public Charter, Hintil Kuu Kaa Child Development Center as well as the Friendship House of American Indians. The *Network* project also provides monthly nutrition and fitness classes for the 200 person staff of the Native American Health Center. Project staff are also in the process of designing a 22-page photo essay healthy living booklet for teens ages 11-16. The booklet is currently in the pilot stages of development and upon completion it will be distributed to American Indian teens in the state of California.

## WEST CONTRA COSTA FRESH FOOD ACCESS PROJECT

### *Food Security Special Project*

<b>Melody Steeples</b>	<b>Grant Amount:</b>	<b>\$44,606</b>
597 Center Avenue, Suite 115	<b>Year First Funded:</b>	<b>FFY 2002</b>
Martinez, CA 94553		
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Fax: (925) 313-6840		
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#### Target Audience

- Ages: Grades 8-12; Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Other
- Language: Spanish, English

#### Settings

School; Community

#### Partners

10 partners from: Schools; CBOs, Faith groups; Coalition—West Contra Costa Food Security Council (approx. 10 orgs); Probation Department

#### Description

The goal of this third year food security project is to improve access to and knowledge about affordable, safe, nutritious, and culturally-appropriate food for low-income families of West Contra Costa County through nutrition education and advocacy activities.

Specifically, approximately 32 multi-ethnic young men placed at the Byron Boys Ranch who are participating in the homeroom nutrition program, will obtain increased nutrition knowledge and intentions to eat at least five servings of fruit and vegetables each day through participation in the nutrition education and school's gardening project. Students will also work in the garden applying what they learned in class under the supervision of the project's garden manager. In the future, the produce resulting from gardening activities at the Byron Boys Ranch may become more a part of the need for an increased supply of healthy food for residents in West Contra Costa County.

The project will also continue to work with members of the West Contra Costa County Food Security Council, the Healthy Neighborhoods Project, the Richmond Improvement Agency, North Richmond Commercial Development, Inc., and others to identify and recruit potential food and produce vendors to fill available retail spaces in North Richmond. A survey will be developed by project staff designed to obtain input from residents regarding their food access needs and preferences, and a marketing plan will be developed.

Simultaneously, the project will work with the Community Alliance of Family Farmers (CAFF) to identify potential farms/farmers to provide produce, negotiate produce prices, and develop a plan for establishing farm stands in two pilot neighborhoods in North Richmond. The project will then pilot the new food venues and assess produce buying activities and consumption patterns.

**WEST CONTRA COSTA UNIFIED SCHOOL DISTRICT—NUTRITION SERVICES***LIA—School/District Channel*

<b>Stephanie Regal</b>	<b>Local Share:</b>	<b>\$148,770</b>
Coordinator of Food Services Operations	<b>State Share:</b>	<b>\$74,385</b>
750 Bissell Avenue	<b>Year First Funded:</b>	<b>FFY 2000</b>
Richmond, CA 94801		
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Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (7.8%); African American (37.5%); Latino (45.3%); Native American (0.1%); Pacific Islander (0.7%); Caucasian (4.8%); Filipino, Multiple (3.5%)
- Language: Spanish, Hmong, Tagalog, English

Settings

School; School Food Production Plant—Nutrition Center

Partners

5 partners from: Schools; Local Health Department; University of California Cooperative Extension; American Cancer Society; Community Wellness and Prevention Program; West Contra Costa Food Security Council

Description

The Food Services Department of the West Contra Costa Unified School District will be covering 21 Elementary Schools and 5 Secondary Schools through the Local Incentive Award Program grant, totaling 17,394 students. The goal of this school year is to provide information on the health benefits of good nutrition and physical activity to students and families in these low-income households, focusing on promoting 5 servings of fruits and vegetables a day.

There are a number of methods the WCCUSD Food Services Department plans to bring nutrition education into the schools. One of these ways is by inviting classes to tour the Nutrition Center. Through student tours, healthy eating lessons will be learned through taste testing, cooking demonstrations and fun nutrition activities. Classes unable to take tours to the Nutrition Center will be offered a nutrition workshop. The workshop will allow teachers to promote healthy eating in their classrooms. All classroom teachers who attended either a Nutrition Center/Dairy Farm Tour or Nutrition Workshop will receive nutrition classroom curriculum.

Creation of "The Monthly Produce" newsletter is another means of reaching these families. Each month, a new produce will be featured that provides information on its history, recipes and nutrition. Elementary Menu planning with students will be offered to classrooms helping students learn the importance of choosing healthy school meals and how to break down their components using the Food Guide Pyramid.

**WEST CONTRA COSTA UNIFIED SCHOOL DISTRICT—SCHOOL LINKED SERVICES***LIA—School/District Channel*

<b>Tanya Avila</b>	<b>Local Share:</b>	<b>\$360,161</b>
School Linked Services Coordinator	<b>State Share:</b>	<b>\$180,081</b>
2625 Barnard Road	<b>Year First Funded:</b>	<b>FFY 2002</b>
Richmond, CA 94806		
Phone: (510) 222-2185		
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Email: <a href="mailto:tavila@wccusd.k12.ca.us">tavila@wccusd.k12.ca.us</a>		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

School; Grocery Store

Partners

6 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Non-profit and foundation

Description

The West Contra Costa Unified School District School Linked Services Department will implement three goals during the 2002-2003 school year. First, they will use multiple strategies to ensure increased knowledge and awareness of health and nutrition education for students and parents. Sites will use all or one of the following curricula. Reading Up the Food Pyramid, *5 a Day*, and Eat Fit. In addition, some sites will include gardening, art, and geography in their projects as well.

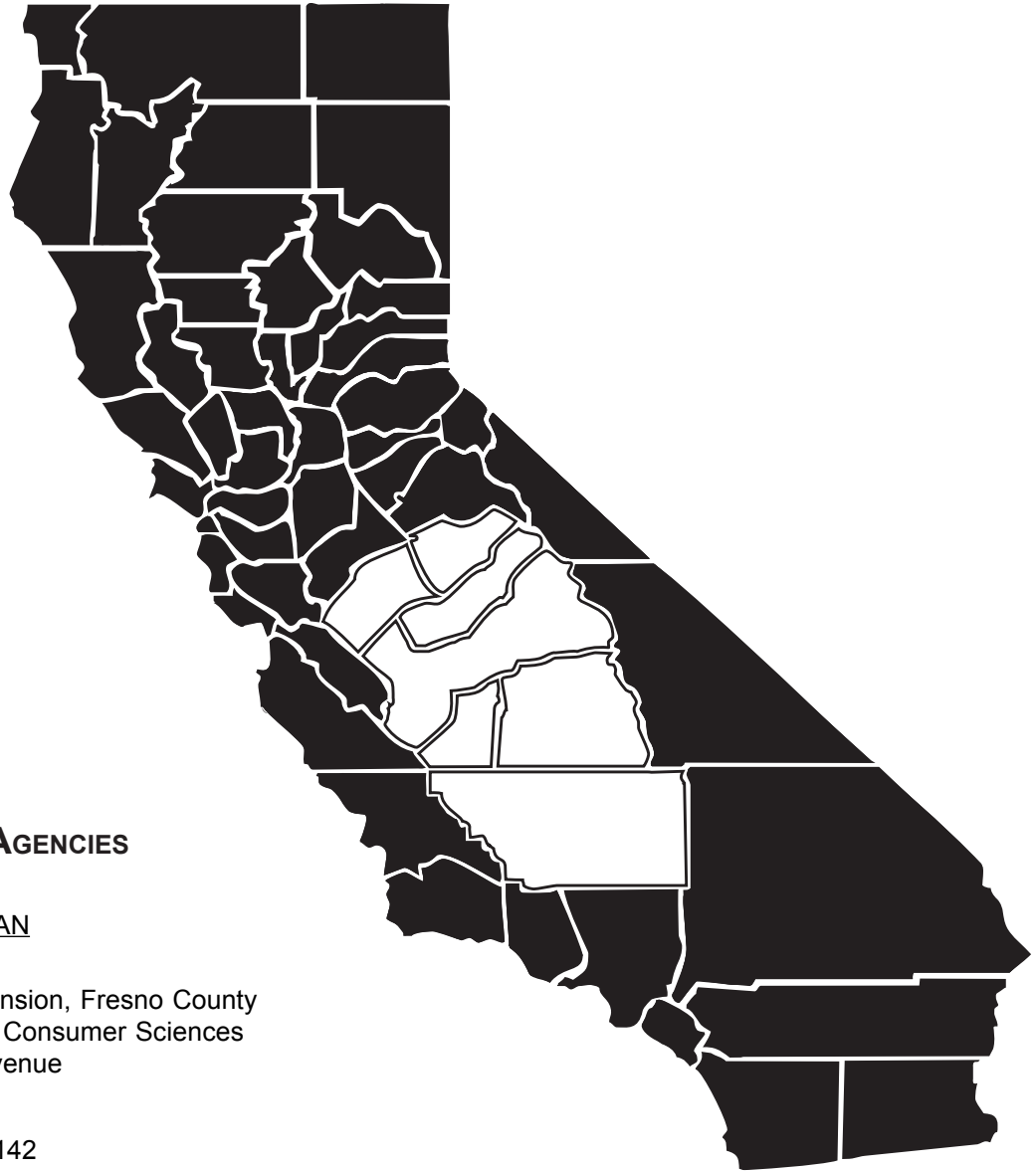
Second, they will increase the availability and consumption of fruits and vegetables by implementing such activities as promoting the salad bar, teaching cooking classes, publishing nutrition newsletters and cookbooks, and coordinating trainings for teachers and other staff.

Third, they will promote the nutrition programs and gain community partners with such activities as a 5 a Day Campaign and the development of a Parent Nutrition Action Team.



# Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

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### 5 a Day-Power Play! Campaign

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### Latino 5 a Day Campaign

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## CALIFORNIA STATE UNIVERSITY, FRESNO, CENTER FOR HEALTH & HUMAN SERVICES

*LIA—College/University Channel*

**Debra M. Harris, PhD**  
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**Local Share:** \$200,527  
**State Share:** \$100,264  
**Year First Funded:** FFY 1999

### Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, Vietnamese, Hmong, Cantonese, Armenian, English

### Settings

Community Center; School

### Partners

10 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Stone Soup Community Ctr.; Central Valley Health and Nutrition Collaborative

### Description

The goal of the *Network* project at California State University, Fresno is to increase the knowledge base of students, educators, health professional, and consumers about the nutrition and physical activity needs of low-income families. The project promotes the use of a project developed integrated nutrition and physical activity curriculum and resource materials for interdisciplinary use on campus and in community projects throughout the San Joaquin Valley. The project promotes the consumption of 5 fruits and vegetables a day as well as 30 minutes of physical activity a day for adults and 60 minutes a day for children. The project also seeks ways to increase participation in USDA nutrition assistance programs.

The project has three primary objectives:

1. Conduct nutrition and physical activity training programs targeted to community health professionals and consumers, with emphasis on: foster care parents, health professionals, day care providers, low-income family members, and students and families at school-based sites.
2. Provide university based, faculty supported professional consultation to *Nutrition Network* Local Incentive Awardees to assist with the planning and evaluation of services in the Central Valley region of California.
3. To influence community and professional decision making groups and individuals regarding the importance of nutrition and physical activity to children within the unified school districts of Fresno County.

**FARMERSVILLE UNIFIED SCHOOL DISTRICT***LIA—School/District Channel***Lucia Vazquez**

Project Director  
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**Local Share:****\$90,000****State Share:****\$47,500****Year First Funded:****FFY 1999**Target Audience

- Ages: Grades 1-12
- Ethnicities: Latino (84%)
- Language: Spanish, English

Settings

School

Partners

Schools; School Food Service; Project LEAN; Central Valley Health and Nutrition Collaborative

Description

Farmersville is a small rural town located in the agricultural valley of Central California. The population is approximately 8,000 people, with 84 percent Hispanic and approximately 90 percent eligible for free and reduced school meals. The school district has an enrollment of 2,300 K-12 students at 5 school sites. As a fifth year *Nutrition Network* awardee, annual events that provide nutrition education and promote physical activity throughout the K-12 level will be maintained. These include major events such as: the Junior High Fun and Fitness Fair, planned and executed by High School Students; the Cinco de Mayo Salsa Contest; the Teacher Appreciation Breakfast; and Dia del Nino, where High School advocates present nutrition lessons and model structured physical activities for grades 3-5. In addition, nutrition education resources are made available to district teachers. Examples of provided resources include picture books for K-3 teachers, as well as food and equipment for use in district-wide classroom cooking and food experience demonstrations. Their strongest asset has been the growth and acceptance of the high school Food On The Run advocates, the core work force for most projects including the success of the district-wide 1% milk campaign.

**FRESNO COUNTY DEPARTMENT OF COMMUNITY HEALTH***LIA—Local Health Department Channel***Kathleen Grassi**

Division Manager

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**Local Share:****\$381,667****State Share:****\$190,833****Year First Funded:****FFY 2002**Target Audience

- Ages: Adults
- Ethnicities: Latino (95%); Caucasian (5%)
- Language: Spanish, English

Settings

Community Center

Partners

6 partners from: Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; American Cancer Society; California Health Collaborative; Central Valley Women's Health Partnership

Description

In 2002-03, the Fresno County Department of Community Health's *Nutrition Network* award will be used to develop a pilot program that will train Community Health Workers, known as Compañeras De Salud, to support Latinas to adopt recommended practices regarding nutrition and physical activity as these relate to chronic disease risk reduction.

Trained Compañeras will support community-centered nutrition and health education activities, assist Latinas to identify and use local health resources and advocate for new resources or programs such as walking clubs within their communities.

The pilot program will incorporate the Compañeras into a larger women's health initiative administered by the County called Valley Women Care. Valley Women Care organizes Clubs in rural and urban communities where low-income Latinas reside. Monthly club meetings offer information and skill-building activities, in Spanish and English, that support health promoting behaviors.

The Compañeras will support Club activities, serve as positive role models for healthy lifestyle choices and assist Latinas in their communities to adopt health promoting practices for themselves and their families.

**FRESNO COUNTY OFFICE OF EDUCATION***LIA—County Office of Education Channel*

**Linda Shelton, MS, RD**  
 Wellness and Nutrition Coordinator  
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**Local Share: \$301,163**  
**State Share: \$150,581**  
**Year First Funded: FFY 1999**

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (11.5%); African American (7%); Latino (50.6%); Native American (0.9%); Pacific Islander (0.2%); Caucasian (28.9%); Other (0.8%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

School; Grocery Store

Partners

13 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension

Description

For this current year, the emphasis of Fresno County Office of Education award is to conduct a needs assessment with two school districts using the School Health Index and the California Healthy Kids Survey. This is the first step needed to plan and implement long lasting activities that can continue and perpetuate themselves. The development of specific goals and objectives for each campus will follow in order to plan strategies for the campus that support the increased consumption of five fruits and vegetables a day, physical activity promotion and decreased access to and consumption of minimal nutrition food items.

Planned events include three SPARK workshops, and Leadership Training workshops for students at our targeted school sites. The "Powermid Craze" TV show continues in reruns and will soon be accessible via the website, [www.fcoe.k12.ca.us](http://www.fcoe.k12.ca.us). These activities continue to build on the successes of previous years' work.

**FRESNO METRO MINISTRIES***Food Security Special Project***Edith C. Jessup**

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Fresno, CA 93728

Phone: (559) 485-1416

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**Grant Amount:**

**\$52,000**

**Year First Funded:**

**FFY 2000**

Target Audience

- Ages: All Ages
- Ethnicities: Asian (20%); African American (10%); Latino (33%); Native American (2%); Pacific Islander (2%); Caucasian (30%); Arabic/Indian (3%)
- Language: Spanish, Vietnamese, Hmong, Khmer, Armenian, English, Arabic, Hindu, Russian, Over 100 Languages spoken in Fresno

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization; Community Gardens/Agriculture

Description

This third year food security project provides community organizing, advocacy, and leadership activities in Fresno County aimed at promoting policy changes and actions to improve short-term and long-term access of low-income residents to the food and nutrition they need in the region.

Specifically, the project has established a Food Stamp Advocacy Group comprised of at least ten community-based organizations (CBOs), representatives of key public agencies, and at least seven low-income cultural and ethnic groups to assure a successful transition from Food Stamp coupons to Electronic Benefit Transfer (EBT) in the spring and summer of 2003. In addition, a workshop for 35-50 farmers, farmers market representatives, and low-income consumers will be convened to explore increase opportunities for expanding the demand and availability of local produce at farmers markets and other venues in the community.

The project will also be one of the sites for the Community Food Security Coalition's (CFSC) "Community Food System Assessment" project (also funded by the *California Nutrition Network*). Twenty low-income people from the community and up to ten college and/or high school students will be trained to use the assessment tool developed by CFSC in at least four languages in two City County Districts and two County Supervisor Districts.

The project will continue to hold monthly educational forums (11) and task group meetings (9) to educate the public and elected officials about such topics as the health effects of obesity, poor diet, lack of physical activity, and the development of legislative recommendations and proposals for state and federal enactment designed to reduce barriers to public food assistance program participation. The project will also seek to increase utilization of public school nutrition programs such as the School Breakfast, School Lunch, and after school program Snack Program, and Summer Food Program.

**FRESNO UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Sharon Owyang</b>	<b>Local Share:</b>	<b>\$437,071</b>
Project Director	<b>State Share:</b>	<b>\$218,536</b>
3132 East Fairmont Avenue Bldg 5	<b>Year First Funded:</b>	<b>FFY 2001</b>
Fresno, CA 93726		
Phone: (559) 248-7175		
Fax: (559) 227-5314		
Email: sgowyan@fresno.k12.ca.us		

Target Audience

- Ages: Grades 6-12
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

School

Partners

Schools; School Food Service; Project LEAN; Central Valley Health and Nutrition Collaborative

Description

Fresno Unified School District, the fourth largest school district in California, is a large ethnically and linguistically diverse district. The district has established several community partnerships and utilizes the Project LEAN program to implement a comprehensive nutrition education program at six high schools and three middle schools with greater than 50 percent free and reduced lunch eligibility. The program is implementing a comprehensive approach to nutrition education that uses multiple strategies involving the school, peers, community, and family. Program activities are based on the social learning theory and designed to convey information, teach decision-making skills, change perceived social norms regarding eating and physical activity, and provide activities in a culturally relevant and participatory manner to create a school environment that supports healthy eating. The partnership with School Food Service resulted in a 15 percent increase in student school lunch participation during the 2001-2002 school year. The goals for the current year will hope to increase meal participation by another 5 percent. The program priorities will increase student, school staff, parent and community understanding of the important link between healthy eating and academic achievement. Activities are aligned with the California Health Framework unifying ideas and State Foods and Nutrition content standards. Student advocacy is a key a strategy to increase participation in school meal programs and promote nutrition education among stakeholders to affect future policy change.

**GREENFIELD UNION SCHOOL DISTRICT***LIA—School/District Channel*

<b>Linda Raygoza</b>	<b>Local Share:</b>	<b>\$188,488</b>
5400 Monitor Street	<b>State Share:</b>	<b>\$94,244</b>
Bakersfield, CA 93307	<b>Year First Funded:</b>	<b>FFY 2000</b>
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Fax: (661) 837-3723		
Email: raygozal@gfusd.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-5, 7, 8; Young Adults; Adults; Seniors
- Ethnicities: Asian (3%); African American (13%); Latino (60%); Caucasian (21%); Other (3%)
- Language: Spanish, Vietnamese, English, Punjabi

Settings

Community Center; School; preschools

Partners

20 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; College/University; University of California Cooperative Extension; Local Department of Social Services; Local WIC; Farmers; Nurseries; Central Valley Health and Nutrition Collaborative

Description

The Greenfield School District offers nutrition education to students in grades K-6. During the 2001-2002 school year, nutrition education and activities were presented to over 5,300 students district wide. Seven elementary schools and two middle schools participated in this project. The *5 a Day—Power Play!* program is used with the fourth-sixth grades. The fifth graders make 5 a Day commercials that are video taped and shown during lunch time in the cafeteria. The fourth-grade students came up with a 5 a Day slogan (PSA) that they present during morning announcements at each school site. The teachers, students, and principals love doing this activity. All grades have nutrition education on the Food Guide Pyramid and participate in fruit and vegetable taste testing. There is a high population of Hispanics in the district so cactus was brought in for everyone to try. Many students and teachers had never tried cactus before and really liked it. The kindergarten classes try unsweetened cereal with fruits and nuts and emphasize that there is no need to use sugar. Garden Clubs with the fourth- and fifth-grade students in the after-school program were very successful. The students had garden boxes and did everything from painting the boxes to filling them with dirt, planting and harvesting. They planted collard greens, lettuce, cucumbers, radishes, carrots and strawberries. The students were so excited to see the garden grow. They were able to make a salad and have extra vegetables to take home for their family to try.



**KERN COUNTY DEPARTMENT OF PUBLIC HEALTH***LIA—Local Health Department Channel*

<b>Cosmas George, MD, MPH</b>	<b>Local Share:</b>	<b>\$250,000</b>
1800 Mt. Vernon Street	<b>State Share:</b>	<b>\$125,000</b>
1st Floor	<b>Year First Funded:</b>	<b>FFY 1999</b>
Bakersfield, CA 93306		
Phone: (661) 868-0388		
Fax: (661) 868-0263		
Email: georgec@co.kern.ca.us		

Target Audience

- Ages: All Ages
- Ethnicities: Asian (3%); African American (25%); Latino (55%); Pacific Islander (3%); Caucasian (17%)
- Language: Spanish, Vietnamese, Tagalog, Korean, English

Settings

Community Center; Clinic; School; Farmers' Market; Faith Organization

Partners

8 partners from: Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension; Local Department of Social Services; American Heart Association; American Cancer Society; Central Valley Health and Nutrition Collaborative

Description

The Kern County Department of Public Health Nutrition Project is in its fifth year with the California Department of Health Services *Nutrition Network*. The project targets local elementary city school districts receiving free and reduced meals, low-income families, and adults receiving food stamps. For fiscal year October 1, 2002–September 30, 2003, the focus has expanded to target health disparities in Kern County communities. A new project to reach African American Women titled “Sisters Gett’n Fit” was implemented, which is focused on the concepts of good nutrition, physical activity, and healthy weight maintenance. The same concepts have also been incorporated into the Faith Based Health Initiative recently launched at the Southside Seventh Day Adventist Church in Bakersfield, targeting both African-American and Hispanic communities. Five other churches have also shown interest.

Partners, including the American Heart Association, New Spirit Women’s Group, Kaiser Permanente, Bakersfield City School District, University of California Cooperative Extension, American Cancer Society, and local news media, have been instrumental in generating interest, awareness, and the success that has been enjoyed so far. They have successfully reached over 50,000 individuals through activities such as workshops, ethnic food preparations and tasting, news releases, presentations, events, health fairs and educational and promotional materials distribution. The overall goal to improve the quality of life and prolong life expectancy for all Kern County residents is on track for success. Feedback from 90 percent of participants expressed approval and satisfaction with their experiences.

**KERNVILLE UNION SCHOOL DISTRICT FAMILY RESOURCE CENTER***LIA—School/District Channel*

<b>Nancy Puckett</b>	<b>Local Share:</b>	<b>\$243,174</b>
P.O. Box 2905	<b>State Share:</b>	<b>\$121,587</b>
Lake Isabella, CA 93240	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (760) 379-2556		
Fax: (760) 379-1257		
Email: napucke@zeus.kern.org		

Target Audience

- Ages: PreKindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: Asian (1%); Latino (8%); Native American (4%); Pacific Islander (2%); Caucasian (85%)
- Language: English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Restaurant; Faith Organization; Health fairs; Case managed families

Partners

30 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Kern Valley Healthcare District

Description

The Kernville Union School District and Kern River Valley Collaborative support four nutrition education goals through school and community programs.

1. Increase community participation and knowledge of the "Start Healthy, Stay Healthy" Collaborative and *California Nutrition Network's 5 a Day* and Physical Activity programs. Schools are assessed utilizing the School Health Index and *California Nutrition Network*-sponsored activities and trainings are attended. A KUSD website and monthly newsletter promote our programs.
2. Provide education on the importance of the 5 a Day and physical activity plan to KUSD K-8 students. Regular and after school programs provide classroom instruction in eating healthy foods, cooking alternative snacks and collecting recipes into a cookbook, and maintaining two school site gardens. Future Farmer of America students provide mentorship to students with high school Ag Farm field trips. Students attend field trips to Farmers' Markets and grocery stores.
3. Increase healthy eating habits through food budget management and individualized and small group nutrition classes. Family Resource Center case managed families are provided referrals to the Food Stamp Program, nutrition education, and budgeting courses as part of their family plan. Nutrition classes for seniors are provided throughout the year.
4. Increase community awareness and knowledge on the importance of the 5 a Day and physical activity plan. Three community-based Health Fairs are sponsored and two school-wide nutrition and physical activity fairs are presented at each school site.

**LAMONT SCHOOL DISTRICT***LIA—School/District Channel*

<b>Yolanda Romero</b>	<b>Local Share:</b>	<b>\$238,710</b>
8201 Palm Avenue	<b>State Share:</b>	<b>\$119,355</b>
Lamont, CA 93241	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (661) 845-2724 x313		
Fax: (661) 845-5114		
Email: yoromer@zeus.kern.org		

Target Audience

- Ages: PreKindergarten; Grades 1-8; Young Adults; Adults
- Ethnicities: Asian (1%); African American (1.5%); Latino (88.9%); Caucasian (8.6%)
- Language: Spanish, English

Settings

School; Community

Partners

8 partners from: School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; South Valley Neighborhood Partnership; Central Valley Health and Nutrition Collaborative

Description

Located in the Central Valley where 70 percent of the residents are more than 200 percent below the poverty level and greater than 90 percent of our students are on free or reduced lunch program. The goals of this project are to increase awareness and participation in the 5 a Day program; expand nutrition education and physical activity promotion; increase healthy eating through nutrition and food budget management classes; increase community awareness of the relationship between good nutrition, regular exercise and good health; and provide early education about the importance of nutritious eating habits.

Activities implemented to carry out these goals are: provide Kindergarten- through eighth-grade students opportunities to apply nutrition education principles learned in the classroom to new situations; after school nutrition and physical activity classes for students grades K-8 (Nutrition Olympics at all 4 school sites, SPARK one-day demonstration for the staff); presenting nutrition education and awareness in the community (health fairs, harvest festivals, parent/youth conferences and *Eat 5 a Day* holiday float); outreach activities to other agencies and organizations, utilizing the media regarding the 5 a Day program; and a new school mural at the middle school promoting the link between good nutrition, physical activity and health.

**MADERA UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Kathleen Gropp</b>	<b>Local Share:</b>	<b>\$413,959</b>
1902 Howard Road	<b>State Share:</b>	<b>\$206,980</b>
Madera, CA 93637	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (559) 675-4500		
Fax: (559) 675-4526		
Email: gropp_k@madera.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (0.5%); African American (3.5%); Latino (79%); Native American (0.5%); Caucasian (15%); Other (1.5%)
- Language: Spanish, English

Settings

School

Partners

4 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Central Valley Health and Nutrition Collaborative

Description

This school district's activities for this year include:

- Providing at least 5 nutrition education lessons and physical activity promotion for students in grades 4-6 at 13 qualifying elementary sites.
- Providing 9 nutrition education lessons and physical activity promotion to students in grades 7 and 8 at five qualifying K-8 sites.
- Providing cooking classes to 7/8 grade students in an after school program to increase awareness, knowledge of safe food handling practices, preparation and consumption of five servings of fruits and vegetables.
- Developing a NAC at one qualifying elementary site and conduct the School Health Index in order to draft a school wide healthy eating and physical activity policy.
- Increasing community awareness of the need to increase daily fruit and vegetable intake, physical activity, and awareness and information of Federal Nutrition programs by hosting and participating in "Spring Into Health" and other community health fairs, as well as school site Open Houses and Back to School Nights.
- Providing SPARK training for 30 K-2 teachers from 13 qualifying elementary sites.

**SELMA, CITY OF***Healthy Cities and Communities Special Project***Roseann Galvan**

Community Volunteer Coordinator

1710 Tucker Street

Selma, CA 93662

Phone: (559) 896-8134

Email: roseanng@cityofselma.com

**Grant Amount:****\$25,000****Year First Funded:****FFY 2002**Target Audience

- Ages: Grades 6-12
- Ethnicities: Asian (3.1%); Latino (71.7%); Native American (0.6%); Caucasian (22.3%)
- Language: Spanish, English

Settings

School; Farmers' Market

Partners

Schools; Parks and Recreation; Chamber of Commerce; Local farmers; Local hospital

Description

The City of Selma expanded its participation with California Healthy Cities and Communities (CHCC) through a 2002-2003 grant with the *Network*. In alignment with its goal of improving the health of all residents, Selma will accomplish the following objectives:

- Determine the feasibility of establishing a Farmers' Market to enhance food security and access to healthy foods for residents;
- At least 200 residents will attend the newly established Farmers' Market, of whom 50 will register to be a part of a nutrition class that will accompany next year's Farmers' Market;
- 200 youth in the Selma Summer Camp will engage in nutrition education activities, including cooking classes, taste testings and promotion of physical activity and consume at least five servings of fruits/vegetables each day for 8 weeks; and
- Eight summer camp youth leaders will use input from at least 200 campers to develop and present a food policy recommendation to the City Council on strategies to improve healthy eating and physical activity among youth in Selma.

Recently the Chamber of Commerce launched "First Fridays." This program closes Main Street on the first Friday of the month to host an open-air market. Downtown businesses have sidewalk sales, the Chamber provides entertainment, and the participation of food and craft vendors complete the festive atmosphere. The Chamber of Commerce would like to partner with the City and expand this program to include a farmers' market. The feasibility study will provide an in-depth analysis of this opportunity.

In November 2002 CHCC staff met with the Director of Parks and Recreation and the Community Services and Volunteer Coordinator to discuss progress on the fitness trail to promote physical activity, the farmers' market, and the summer camp. CHCC staff and the Community Services and Volunteer Coordinator co-presented in a breakout session titled "Engaging Youth As Community Partners in Asset Based Youth Development Efforts" during the 2002 Youth VISTA conference, sponsored by the California Health And Human Services Agency, held on November 18-19 in Sacramento.

## TULARE COUNTY HEALTH AND HUMAN SERVICES AGENCY—WIC PROGRAM

*LIA—Local Health Department Channel*

<b>Peggy Redfern, RD</b>	<b>Local Share:</b>	<b>\$652,756</b>
County of Tulare HHSA WIC Program	<b>State Share:</b>	<b>\$326,378</b>
115 East Tulare Avenue	<b>Year First Funded:</b>	<b>FFY 2002</b>
Tulare, CA 93274		
Phone: (559) 685-2519 x242		
Fax: (559) 685-2695		
Email: predfern@tularehhsa.org		

### Target Audience

- Ages: All Ages
- Ethnicities: Asian (2.5%); African American (1.8%); Latino (81.9%); Native American (0.4%); Caucasian (13.4%)
- Language: Spanish, Hmong, English, Lahu, Mien, Chinese

### Settings

Community Center; Clinic; Grocery Store; Community Agencies and Organizations, WIC, Food Pantries

### Partners

Schools; Local Health Department; Hospital; FoodLink, Family Referral Education Empowerment collaborative; Central Valley Health and Nutrition Collaborative

### Description

Tulare County Nutrition Collaborative (TCNC) began in early 2000 with a series of informal discussions about food insecurity. The dual concerns about what Tulare County residents eat and how much they eat remain a major focus of the TCNC. The collaborative partner programs specifically target low-income, multi-ethnic members of the community, to promote the awareness and practice of healthy nutritional behaviors and the importance of physical activity. Partners represent the public and non-profit sectors. Strategies to access the target audience include nutrition classes for the Women, Infants and Children's Program (WIC); *Latino 5 a Day Campaign* Spanish-speaking public service announcements; "Walk With a Pet" events with the Tulare County SPCA; culturally appropriate cooking demonstrations with the Diabetes Community Intervention Program, and the distribution of nutrition education with emergency food via food pantries from FoodLink of Tulare County. A partnership with Community Agencies in Action will provide the "Family Challenge" this spring to over 1,000 families—tool kits with weekly educational and resource materials encouraging participants to develop healthier eating practices and increase physical activity over a 10-week period.

The TCNC is also committed to enhancing and increasing its activities and influence through collaborative development, capacity building and recruitment.

## TULARE COUNTY OFFICE OF EDUCATION, SCHOOL HEALTH PROGRAMS

*LIA—County Office of Education Channel*

<b>Nani Nielson</b>	<b>Local Share:</b>	<b>\$736,400</b>
7000 Doe Avenue	<b>State Share:</b>	<b>\$368,200</b>
Building 300	<b>Year First Funded:</b>	<b>FFY 2002</b>
Visalia, CA 93291		
Phone: (559) 651-0130		
Fax: (559) 651-0172		
Email: nanin@ford.tcoe.k12.ca.us		

### Target Audience

- Ages: Grades 1-12
- Language: Spanish, English

### Settings

School

### Partners

Schools; Central Valley Health and Nutrition Collaborative

### Description

Tulare County Office of Education School Health Programs, Exeter Union Elementary School District, Lindsay Unified School District, and Pixley Union School District have united efforts to promote the likelihood that program participants will consume 5 servings of fruits/vegetables per day and increase physical activity to 30 minutes a day (adults), 60 minutes (children and youth).

Services will be provided to approximately 6,000 students in kindergarten through grade twelve located in rural communities within Tulare County. Approximately 78 percent of these students qualify for free or reduced lunches. Students, parents and community members will benefit from services provided by these agencies. The goal of this project is to provide appropriate nutritional activities, curriculum and resources to encourage an improved quality of nutritional intake and to increase levels of participants' physical activity.

These goals will be accomplished through the following activities:

- Needs assessment/formative research of the target audience.
- Develop a strategic plan/timeline for activities and provide overall coordination and tracking of progress on Scope of Work objectives.
- Purchase culturally sensitive lesson plans, training materials and educational materials/supplies.
- Develop and implement evaluation tools (surveys, pre/post tests, etc.).
- Develop and maintain strategies to incorporate healthy foods into the district, including fundraisers, farmers market programs, and after-school programs.
- Review and assess current nutrition policy and revise and modify as needed to meet the nutritional needs of the school community and project related conferences and workshops.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY***5 a Day–Power Play! Campaign*

<b>Jaci McFerren</b>	<b>Grant Amount:</b>	<b>\$105,000</b>
UC Cooperative Extension, Fresno County	<b>Year First Funded:</b>	<b>FFY 1999</b>
1720 South Maple		
Fresno, CA 93702		
Phone: (559) 456-7275		
Fax: (559) 456-7575		
Email: jdmcferren@ucdavis.edu		

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Fresno County acts as the Central Valley Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 97,000 impressions with the region's 48,400 low-income 9- to 11-year-old children. The Central Valley Region includes Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare counties.



**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO COUNTY***Latino 5 a Day Campaign***Eustolia Ruiz**

Regional *Latino 5 a Day* Marketing Manager  
 1720 South Maple Avenue  
 Fresno, CA 93702

Phone: (559) 456-7551

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Email: ruiz@ucdavis.edu

Website: cefresno.ucdavis.edu

**Grant Amount:**

**\$105,000**

**Year First Funded:**

**FFY 2001**

**Target Audience**

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

**Settings**

Large Latino oriented festivals; Farmers'/flea markets; Supermarkets and neighborhood grocery stores; Direct health service providers and community based organizations; Television, radio, and print media outlets; Local elected officials and policymakers; Other community events that cater to the Latino community

**Partners**

12 partners

**Description**

The University of California Cooperative Extension, Fresno County serves as the regional lead agency for the *California Latino 5 a Day Campaign*. UCCE, Fresno County is responsible for implementing the *Campaign's* community-level interventions throughout the Central Valley Region, which includes Fresno, Kern, Kings, Madera, Merced, and Tulare counties. UCCE also oversees the Central Valley *Latino 5 a Day* and *5 a Day–Power Play!* steering committees.

In 2003, the Central Valley lead agency will seek to reach 235,000 Latino adults with the 5 a Day and physical activity messages by conducting outreach at large festivals, farmers'/flea markets, grocery stores and supermarkets, and other community events that cater to the Latino audience. The lead agency also will distribute the *5 a Day and Physical Activity Toolbox for Community Educators* and the *Latino 5 a Day Outreach Kit* to direct health service providers and community based organizations that are interested in reaching the Latino community with the 5 a Day and physical activity messages. The lead agency will participate in three regional media tours and work to secure partnerships with local media including Spanish-language and Latino-targeted English language television, radio, and print outlets. As part of the first media tour, the Central Valley lead agency will play a central role in unveiling the *Campaign's* new mural, which will be featured on mobile billboards and other print applications. Lastly, the Central Valley lead agency will continue its involvement with the Central Valley Health and Wellness Collaborative and provide technical assistance on reaching the Latino community with the 5 a Day and physical activity messages.

## UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, FRESNO: NUTRITION, FAMILY AND CONSUMER SCIENCES

*California Project LEAN Regional Lead Agency*

### **Patty Minami**

Program Manager  
1720 South Maple Avenue  
Fresno, CA 93702  
Phone: (559) 456-7142  
Fax: (559) 456-7575  
Email: plminami@ucdavis.edu

**Grant Amount: \$117,700**

**Bone Health Grant Amount: \$50,000**

### Target Audience

- Ages: Grades 5-12; Young Adults; Adults
- Ethnicities: Latino; Caucasian
- Language: Spanish, English

### Settings

Community Center; Clinic; School; Grocery Store

### Partners

40 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; ACS; AHA; WIC

### Description

The Central Valley LEAN lead agency coordinates a coalition of partners to address community issues related to nutrition and/or physical activity. Regional staff have organized and facilitated the workgroups and meetings of the Central Valley Health and Nutrition Collaborative. The region surveyed all *Network*-funded Local Incentive Awardees and Special Projects for training needs and will provide training opportunities based on this assessment. Technical assistance is provided to regional projects.

Regional staff serves as the expert for media inquiries and activities occurring in the region and coordinate activities for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project targets increased consumption of 1% lowfat milk in three specific Fresno markets. The region also conducts activities related to the California Bone Health Campaign. The collection of data from their 2002 Bone Health Campaign "Mas Leche 1%, Huesos Fuertes, Familia Saludable" for low-income, Spanish-speaking Latino mothers will be completed and the 2003 campaign will be implemented in the targeted Fresno community. Intervention activities include taste tests and distribution of promotional literature in five retail grocery stores and large community events, and Promotoras de Salud (community health workers)-led classes for the target audience. Spanish-language radio and television commercials will run in the target area. A policy or organizational change will be identified, strategized, and implemented in 2003.

**VISALIA UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Neva Wright</b>	<b>Local Share:</b>	<b>\$94,818</b>
P.O. Box 5004	<b>State Share:</b>	<b>\$47,409</b>
Visalia, CA 93278-5004	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (559) 730-7554		
Fax: (559) 730-7576		
Email: nwright@visalia.k12.ca.us		

Target Audience

- Ages: Grades 4-6; Young Adults; Adults
- Ethnicities: Asian (7%); African American (2.5%); Latino (68%); Native American (1%); Caucasian (21%); Filipino (0.5%)
- Language: Spanish, Hmong, English

Settings

Community Center; School

Partners

5 partners from: Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension; Central Valley Health and Nutrition Collaborative

Description

The main focus of the Local Incentive Award for Visalia Unified School District is to increase the student's, staff's and families knowledge of nutrition and the importance of physical activity and to maximize positive experiences in health. The health teachers, physical education teachers and nutrition services staff will receive training, visit model programs and then develop comprehensive, integrated units to address nutrition, physical activity promotion and disease prevention. These units will be conducted in the fourth, fifth and sixth grades at the target schools cooperatively by staff from the three components. Classroom teachers will be made more aware of nutrition issues and the benefits of physical activity through displays in the site staff rooms, newsletters and "health fact" notes placed in their mailboxes. School "open house" nights and special events will provide opportunities for parents to receive information about current nutrition topics and benefits of physical activity through printed materials, games, recipes promoting fruits and vegetables and fun movement activities.

# Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

Anne Patterson  
Santa Barbara County Public Health Department  
315 Camino Del Remedio  
Santa Barbara, CA 93110

Phone: (805) 681-5279  
Fax: (805) 681-5662  
Email: [apatter@co.santa-barbara.ca.us](mailto:apatter@co.santa-barbara.ca.us)

### 5 a Day-Power Play! Campaign

Leah Haynes  
UC Cooperative Extension, Ventura County  
669 County Square Dr., Suite 100  
Ventura, CA 93003-5401

Phone: (805) 645-1450  
Fax: (805) 645-1474  
Email: [ljhaynes@ucdavis.edu](mailto:ljhaynes@ucdavis.edu)

**SANTA BARBARA COUNTY PUBLIC HEALTH DEPARTMENT***California Project LEAN Regional Lead Agency*

<b>Anne Patterson, MPH, RD</b>	<b>Local Share:</b>	<b>\$448,166</b>
315 Camino Del Remedio	<b>State Share:</b>	<b>\$224,083</b>
Santa Barbara, CA 93110	<b>Grant Amount:</b>	<b>\$102,360</b>
Phone: (805) 681-5279	<b>Year First Funded:</b>	<b>FFY 1996</b>
Fax: (805) 681-5662		
Email: apatter@co.santa-barbara.ca.us		

Target Audience

- Ages: Grades 4, 5, 9-12; Young Adults; Adults
- Ethnicities: Asian (4%); African American (2%); Latino (60%); Native American (2%); Pacific Islander (1%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Farmers' Market; Restaurant

Partners

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; WIC; Head Start; Girl Scouts; local adm. MediCal

Description

The Gold Coast LEAN lead agency coordinates a regional coalition of partners to address community issues related to nutrition and/or physical activity and facilitates the regional collaborative workgroups. All *Network*-funded Local Incentive Awardees and Special Projects in the region were surveyed for training needs and will be provided with training opportunities and technical assistance.

Regional staff provides expertise for media inquiries and activities occurring in the region and will be coordinating activities for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project to increase consumption of fruits and/or vegetables in low-income, acculturated Latina mothers. The message is to increase fruit and vegetable consumption as snacks by at least 1 serving per day. Nutrition classes known as "Snack Parties" provide purchasing, selection and preparation skills that were found to be limited in the target population. Hands-on experience and the opportunity to taste quick and easy fruit and vegetable snacks are also provided. All educational materials used—posters, radio ads, and flip chart—were developed based on formative research and target audience feedback.

The Santa Barbara County Public Health Department will coordinate the "Partners for Fit Youth" coalition that directs nutrition education and physical activity school interventions. The workgroups in this coalition are developing action plans in which one strategy will be implemented. The group will also advocate for environmental improvements at low-resource schools such as increased availability to fruits and vegetables and decreased access to junk food and sodas. They will also provide training in physical activity promotion and nutrition education classes for organizations serving low-income children.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, VENTURA COUNTY***5 a Day–Power Play! Campaign*

<b>Leah Haynes</b>	<b>Grant Amount:</b>	<b>\$110,000</b>
UC Cooperative Extension, Ventura County 669 County Square Dr., Suite 100 Ventura, CA 93003-5401	<b>Year First Funded:</b>	<b>FFY 2000</b>
Phone: (805) 645-1450		
Fax: (805) 645-1474		
Email: ljhaynes@ucdavis.edu		

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Ventura County acts as the Central Valley Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 28,000 impressions with the region's 13,900 low-income 9- to 11-year-old children. The Gold Coast Region includes San Luis Obispo, Santa Barbara, and Ventura counties.

**VENTURA COUNTY PUBLIC HEALTH DEPARTMENT***LIA—Local Health Department Channel*

<b>Rigoberto Vargas</b>	<b>Local Share:</b>	<b>\$190,720</b>
3160 Telegraph Road Suite 202	<b>State Share:</b>	<b>\$95,360</b>
Ventura, CA 93003	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (805) 289-3373		
Fax: (805) 289-3377		
Email: rigoberto.vargas@mail.co.ventura.ca.us		

Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Latino (85%); mixed (15%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Restaurant; Faith Organization; Community Based Organizations

Partners

6 partners from: Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension

Description

This project's goal is to implement and evaluate a culturally specific community intervention that will promote healthy eating and regular physical activity among Ventura County's low-income under-served population. The activities target 400-500 primarily Latino households in Ventura, Santa Paula, and Oxnard. The project has several objectives: (1) to implement and evaluate a culturally specific social marketing campaign to promote healthy eating and regular physical activity among low-income residents of Ventura, Oxnard, and Santa Paula; and (2) to develop a community education and outreach campaign to promote healthy eating and regular physical activity. This will be accomplished by identifying educational materials appropriate for the target audiences and then distributing them at community outreach events.

Additional outreach and education activities include: (1) providing nutrition and physical activity education materials to food stamp recipients; (2) interactive displays on nutrition and physical activity topics at 12-16 community events; (3) 25-30 nutrition education workshops on topics of interest to the target audience (i.e., nutrition education series of classes that include cooking demonstrations, market tours, "cutting fat, salt & sugar", label reading); and (4) collaborating with local agencies to encourage good nutrition and physical activity (i.e., community organizations, school districts, supermarkets, worksites, gyms, parks and recreation departments).

The project collaborates with Project LEAN, *Latino 5 a Day Campaign*, *California Children's 5 a Day—Power Play! Campaign*, Ventura Unified School District, Fit WIC, and WIC to assure the development of consistent messages. Media strategies and/or products were developed based on formative research to support the campaign messages.

**VENTURA COUNTY PUBLIC HEALTH DEPARTMENT***PCFH Healthy Eating and Childhood Overweight Prevention Grant***Rigoberto Vargas, MPH****Grant Amount:****\$96,553**

Chronic Disease Prevention Program

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Ventura, CA 93003

Phone: (805) 289-3373

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Email: rigoberto.vargas@mail.co.ventura.ca.us

Target Audience

- Ages: PreKindergarten; Grades 1, 2; Adults
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

Settings

Community Center; School; Head Start Centers

Partners

10 partners from: University of California Cooperative Extension; Ventura County Child Health and Disability Prevention Program; Child Health Linkages Project; Chronic Disease Prevention Partnership; Maternal, Child, and Adolescent Health; Promotoras in Action Program; Child Development Resources/Head Start; Ventura Unified School District; Santa Paula FitWIC Task Force; Healthy School Project

Description

Ventura County Public Health's Healthy Ventures will focus on culturally sensitive nutrition education activities among children 3-6 years of age and their families. The program will use a variety of approaches to foster improvements in food choices and physical activity patterns during transition period from preschool to the elementary school setting to prevent the development of overweight later in childhood. The Healthy Ventures project will sub-contract with the University of California Cooperative Extension FIESTA Family Wellness Program to provide bilingual nutrition education services for 400 families during the funding period. The FIESTA Program is a series of 4 two-hour weekly sessions for the child and family members with an emphasis of three target areas: nutrition, physical activity, and parenting. The Healthy Ventures program will collaborate with the Santa Paula FitWIC Task Force, Healthy Schools Project, and education agencies to obtain referrals for children and families to participate in the FIESTA Family Wellness Program and to promote social and environmental change within community institutions.



**VENTURA UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Sandy VanHouten</b>	<b>Local Share:</b>	<b>\$198,852</b>
295 South Arcade Drive	<b>State Share:</b>	<b>\$99,426</b>
Ventura, CA 93003	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (805) 641-5050		
Fax: (805) 641-5289		
Email: svanhouten@vtusd.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Asian (1%); African American (2%); Latino (67%); Native American (1%); Caucasian (27%); Phillipino (1%)
- Language: Spanish, English

Settings

School; Parent Meeting

Partners

4 partners from: Schools; School Food Service; Local Health Department; University of California Cooperative Extension

Description

The Healthy Schools Project is currently operating in seven schools (five elementary, one middle and one high school) in the Ventura Unified School District. Teacher training on grade appropriate nutrition education curricula is provided to teachers in 7 target schools.

Nutrition education is integrated into other areas of the school curriculum such as Language Arts, Math, Science, Social Studies and Health. A library of nutrition related books and resources has been established at each school. Nutrition Task Forces of parent volunteers and one Child Nutrition Staff member are being set up at the target schools. They will be trained to do in-class taste testing and cooking in the classroom. These experiences expose students to new foods and encourages them to make healthy food choices. We are pilot testing an after school junior chef program in cooperation with the city Parks and Recreation Department. Children will prepare a nutritious snack one day a week. Nutrition and wellness themes are delivered to parents via PTA/O newsletters, displays at school events and through bi-lingual classes for Spanish speaking parents. Nutrition education at the continuation high school involves teen parents, pre-schoolers, health classes and the associated student body officers.

# Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, and Yolo Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

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### 5 a Day-Power Play! Campaign

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**CALIFORNIA RURAL INDIAN HEALTH BOARD, INC. (CRIHB)***LIA—Indian Tribal Organization Channel***Stacey Kennedy, MS, RD**

Deputy Director

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**Local Share:****\$271,834****State Share:****\$135,917****Year First Funded:****FFY 1998**Target Audience

- Ages: PreKindergarten; Grades 1-4, 8-12; Young Adults; Adults; Seniors
- Ethnicities: Native American (90%); Caucasian (10%)
- Language: English

Settings

Community Center; Clinic; Day Care, Indian Ed. Center Head Start

Partners

Indian Education Centers; Head Start

Description

CRIHB participates in the *California Nutrition Network* Incentive Awards Program on behalf of two CRIHB member health programs, Sonoma County Indian Health Project, Inc., and Toiyabe Indian Project in Mono County. CRIHB acts as the lead agency for this project.

The nutrition activities for fiscal year 2002/03 will focus on a number of areas to include diabetes prevention, obesity prevention, physical activity promotion, as well as overall healthy lifestyle education. This year's activities will provide an opportunity to conduct a feasibility study on the capability and necessity of creating a Native American Nutrition Coalition (task force). These proposed activities would include conducting focus groups as well presentations to community leaders and tribal health boards.

**COMMUNITY SERVICES PLANNING COUNCIL SACRAMENTO HUNGER COMMISSION***Food Security Special Project***Peggy Roark**

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Email: proark@communitycouncil.org

**Grant Amount:****\$41,963****Year First Funded:****FFY 2000**Target Audience

- Ages: Grades 5-12; Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Farsi-speaking population
- Language: Spanish, English

Settings

Community Center; CBO; transitional housing

Partners

Parks and Recreation; University of California Cooperative Extension; Local Department of Social Services; WIC; Other CBOs

Description

The overall goal of this third year food security project is to empower community residents by increasing their level of awareness and knowledge of healthy eating and opportunities to enhance their access to nutritious food.

Through the use of trained and well supervised federally funded VISTA volunteers, the involvement of the area WIC office, and use of the new Stone Soup community garden, the project has targeted approximately 3,500 primarily Latino, African American, Russian and Southeast Asian low-income residents in neighborhoods in North Sacramento/Del Paso Heights to address this goal supported by a total of six action-oriented objectives. The project is publishing a quarterly community food newsletter and distributing it through at least ten CBOs and churches and fifteen local businesses and apartment complexes. One of the goals of the newsletter is to encourage at least 25 percent of the content to come from the community including letters to the editor, recipes, ideas, and stories about food-related issues and activities.

In addition, the project is focusing on another part of Sacramento, the Avondale/Glen Elder area with the recruitment and involvement of youth and adult residents to provide nutrition education workshops through the use of the project's revised and expanded Facilitator's Manual and Resource Kit and a collaboration with a new youth-based "Weed and Seed" community garden. A small-scale community food assessment study is planned for targeted neighborhood as a prelude to documenting the availability of healthy food outlets in the area and the possible need for more local resources. The project is also utilizing the popular "Hunger 101" exercise with low-income middle and high school aged youth groups as a tool for raising the awareness of programs such as WIC, Food Stamps, and Summer Food Programs, and the down-side of eating fast foods. The project's MoneySense workshops will also continue to be provided, including modules on how to stretch the food dollar.

**ELK GROVE UNIFIED SCHOOL DISTRICT, FOOD AND NUTRITION SERVICES***LIA—School/District Channel***Anne Gaffney, RD**

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**Local Share:****\$50,352****State Share:****\$25,176****Year First Funded:****FFY 2002***Secondary Contact:***Shannan Young**

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**Target Audience**

- Ages: Grades 1-6; Adults
- Ethnicities: Asian (22%); African American (30%); Latino (25%); Native American (1%); Pacific Islander (4%); Caucasian (14%); Filipino (4%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

**Settings**

School

**Partners**

14 partners from: Schools; School Food Service; 5 a Day Coalition; Vendors

**Description**

Elk Grove Unified School District has made nutrition education a priority for the past nine years through its participation in the Shaping Health As Partners in Education (SHAPE) program and its partnership in the *California Children's 5 a Day—Power Play! Campaign*. With the assistance of the *Network* funds this year they plan to reach 9,000 elementary students at eleven low-resource schools with nutrition education enrichment lessons and activities, which focus on promoting lifelong healthy eating habits and physical activity.

Their program is aimed at improving the health and academic success of students through monthly nutrition and physical activity lessons provided to students through the classroom, cafeteria, and school-wide events. The Opera of Health theatrical production and Salad Sisters nutrition presentation are two school-wide events planned to reach students in a fun and entertaining format.

Research has demonstrated one of the most effective ways to reach students in the classroom is to educate teachers on ways to incorporate nutrition lessons into the core curriculum and to provide them with grade level appropriate lessons. In the fall of 2002, over 300 teachers attended a nutrition class on ways to creatively incorporate nutrition activities into the core curriculum. Teachers who attended the training received a stipend to conduct cooking and food preparation demonstrations in the classroom throughout the school year. In an effort to keep the nutrition lessons relevant, a Nutrition Education Review Committee comprised of a nutrition specialist, curriculum specialist, and certificated teachers are working together to align ready-made nutrition curriculums with the district's health and science benchmarks and standards.

**GREATER ST. STEPHEN BAPTIST CHURCH HEALTH MINISTRY (EATING FOR LIFE)***Faith Community Outreach Special Project***Patricia Dawkins**

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**Grant Amount:****\$87,500****Year First Funded:****FFY 2002**Target Audience

- Ages: All Ages
- Ethnicities: African American (100%)
- Language: English

Settings

Community Center; School; Grocery Store; Farmers' Market; Faith Organization

Partners

4 partners from: Local Health Department; Parks and Recreation; Project LEAN; Local Department of Social Services; American Cancer Society

Description

Greater St. Stephen's Baptist Church (GSSBC) is a 501c(3) non-profit corporation, incorporated in February 1997. GSSBC has a membership roll of 600 members, and sees about 250 members on any given Sunday. GSSBC Health Ministry, "Eating for Life" targets African American adults and families to increase consumption of fruits and vegetables and daily physical activity. GSSBC will complete a community assessment, implement the American Cancer Society's Body & Soul program, and work with local grocers to increase availability of quality fruits and vegetables in the community. GSSBC "Eating For Life" organizes workshops, seminars and media presentations to disseminate information on eating 5 a day and being active for better health. The "HARVEST Today" quarterly newsletter includes articles, activity tips, and recipes to aid members in creating healthy meal plans. GSSBC's youth and women's ministries will participate in activities that empower them to improve their health and longevity of life. Collaborations are being formed with the Sacramento City Unified School District to educate students and parents on healthy and nutritious snacks in the after school meal program, summer food program and vacation bible school within the church. The "Eat For Life" program also works to increase services to the community through partnerships and the promotion of services by food assistance programs such as churches, community based organizations, WIC, and health centers.

**HEALTH EDUCATION COUNCIL***5 a Day–Power Play! Campaign***Ramona Mosley**

Health Education Council  
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West Sacramento, CA 95691

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**Grant Amount:**

**\$100,000**

**Year First Funded:**

**FFY 1998**

**Target Audience**

- Ages: Grades 4, 5
- Language: Spanish, English

**Settings**

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

**Partners**

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

**Description**

The Health Education Council acts as the Gold Country Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 82,000 impressions with the region's 41,200 low-income 9- to 11-year-old children. The Gold Country Region includes Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Tuolumne, and Yolo counties.

**HEALTH EDUCATION COUNCIL***California Project LEAN Regional Lead Agency*

<b>Melissa Guajardo, MPH</b>	<b>Local Share:</b>	<b>\$67,931</b>
Project Manager	<b>State Share:</b>	<b>\$33,965</b>
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West Sacramento, CA 95691	<b>Year First Funded:</b>	<b>FFY 1998</b>
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Target Audience

- Ages: Grades 1-6, 9-12; Young Adults; Adults
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: English

Settings

Community Center; Clinic; School

Partners

45 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; WIC

Description

The Gold Country LEAN lead agency convenes a coalition of partners to address community issues related to nutrition and/or physical activity and facilitates and coordinates regional collaborative workgroups. The region provides technical expertise to the media in the region and assists in the coordination of activities for State-sponsored media campaigns such as National 5 A Day Week and Spring Into Health.

The region's Community-Based Social Marketing Project is to increase consumption of fruits and/or vegetables by one serving per day in WIC participants in outlying clinics and food banks in four communities. The campaign message is *Energize Nature's Way-Start Adding One More a Day*. Components include newsletters with recipes and nutrition tips, nutrition education classes related to fruit and vegetable consumption, posters and medical appointment cards carrying the message to be used by Child Health Disability Prevention (CHDP) providers. Educational newsletters are also being developed and distributed to these providers to reinforce the message.

Encina High School Health Academy students will be trained to become student advocates for a healthier school environment. The training will consist of lessons from Project LEAN's Jump Start Teens and Playing the Policy Game. These student advocates will conduct 1-2 activities per year, such as food demonstrations and producing newsletters to educate their peers about the importance of healthy eating and physical activity. The student advocates will also identify and promote adoption of positive physical activity and nutrition practices for the campus and/or district. In addition, they will promote nutrition and physical activity to fourth and fifth graders by hosting a Nutrition Olympics event as well as conducting *Power Play!* lessons and/or cooking demonstrations.



**MONO COUNTY OFFICE OF EDUCATION***LIA—County Office of Education Channel*

<b>Ilene Mandelbaum</b>	<b>Local Share:</b>	<b>\$51,252</b>
Project Coordinator	<b>State Share:</b>	<b>\$25,626</b>
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Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Latino (30%); Native American (10%); Caucasian (60%)
- Language: Spanish, English

Settings

School

Description

The first two years of the Mono County Office of Education, Nutrition Education and Garden Project were enthusiastically received at participating school and Healthy Start sites. The project promoted healthy eating choices and increased nutrition knowledge and awareness for low income students and their families through a garden-based curriculum. In LeeVining every student, K-12, was given an opportunity to plant, nurture, observe, harvest and taste what the garden had to offer. Students took nutritious vegetables, fruits and herbs and turned them into tasty lunches and snacks. There was active teacher participation in the project, in the form of collaborative teaching and planning, because the project provided multi-disciplinary curricula that supported academic standards and a program in which students had a positive experience in providing for their own healthy eating choices.

This year, the project will continue to expand the garden-based nutrition education at one school site and nutrition education at two other school sites, to reinforce the importance of eating 5 fruits and vegetables a day for the 175 students participating in the project. In LeeVining, the Nutrition Education and Garden Project Coordinator (NEGPC) will continue to collaborate with elementary, middle school and high school faculty, Healthy Start Program staff, the school cafeteria director, parents and community volunteers to expand the school garden, build a greenhouse, and provide nutrition lessons and activities in the classroom, garden, greenhouse, composting site and school kitchen. Students will harvest garden produce to prepare nutritious food for the school lunch program and for special school events. In Benton and Coleville, the NEGPC will outreach to Healthy Start Program staff and elementary school faculty to help expand nutrition education programs modeled on the LeeVining project.

**PLACER COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES***LIA—Local Health Department Channel*

<b>Sally Mitchell</b>	<b>Local Share:</b>	<b>\$59,398</b>
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Target Audience

- Ages: Grades 10-12; Young Adults; Adults
- Ethnicities: Latino (50%); Caucasian (50%)
- Language: English

Settings

School; Food Stamp Office

Description

The Placer County objectives for the year 2002-2003 encompass working with population groups eligible for Food Stamps that have been reached with in the two previous funding years. The groups targeted are: teens, food stamp recipients who receive their stamps in person in the office, and home visitation staff who provide social service support to food stamp eligible families. The activities provided for these groups include cooking demonstration, food tasting, recipe sharing, “ask the dietitian”, and informal discussion centered around displays on a variety of topics. Some of the topics are: food budgeting, cooking ideas, cost comparison of snack foods, and sugar content of various beverages.

Media advocacy objectives target readers of the local newspapers and the medical providers who see Medi-Cal eligible families. Staff produce press releases announcing nutrition education efforts for teen parents conducted in collaboration with Community Health staff. Newspaper articles will be written in collaboration with the Farmers’ Market manager and the Food Stamp Nutrition Education Program staff.

**SACRAMENTO CITY UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Nancy Magaña-Alexander, MS, RD</b>	<b>Local Share:</b>	<b>\$162,626</b>
Nutrition Services	<b>State Share:</b>	<b>\$81,313</b>
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Sacramento, CA 95820		
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Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Asian (22.1%); African American (21.8%); Latino (26.8%); Native American (1.6%); Pacific Islander (1.9%); Caucasian (23%); Other (2.8%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Mandarin, English, Laotian, Russian, Ukrainian

Settings

School

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension

Description

Sacramento City Unified School District (SCUSD) continues to build on the foundation built with last year's *Nutrition Network* funds. Main activities include the following:

1. Providing guidelines to principals, teachers and staff on materials in resource centers and how to incorporate these into curriculum,
2. Providing on request a training program for parents and staff,
3. Incorporating nutrition/cooking classes into adult ESL classes.
4. Providing support to policy development and systems and environmental changes that are taking place using LEAF grant funding.
5. Implementing a bulletin board outreach program two times a year in 30-60 schools.
6. Developing a nutrition education planning group to explore the possibility of an extensive on-line nutrition education survey of staff.
7. Support community, regional and statewide efforts by participating in coalitions, trainings, etc.

## SACRAMENTO COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES—CLINIC SERVICES

*LIA—Local Health Department Channel*

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**Local Share:** \$883,803  
**State Share:** \$441,902  
**Year First Funded:** FFY 1999

### Target Audience

- Ages: All Ages
- Ethnicities: Asian (5%); African American (5%); Latino (30%); Native American (5%); Pacific Islander (2.5%); Caucasian (50%); Russian/Slavic (2.5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Mandarin, English, Russian and Slavic

### Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

### Partners

14 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Local Department of Social Services; Faith Based Organization

### Description

This public health department agency is collaborating with seven community-based organizations to provide countywide nutrition education/physical activity promotion in Sacramento County. The project's acronym is HELP, "Healthy Eating Living Partnership" for their activities. The collaborative partners formed a community advisory committee two years ago, which is continuing to guide the project. In addition to the advisory committee, the project is participating in a 14 county collaborative, which is conducting research to identify the population's access to healthy foods within each county. Multiple channels are used to promote healthy lifestyle changes: healthy cooking classes, healthy lifestyle classes, health fairs, farmers' markets, grocery stores, project newsletter, multi-cultural newspapers, radio and public access television. This project has already reached 5,400 individuals in year one and plans to reach an additional 2,000 individuals in year two.

A cooking classroom was provided by Sacramento County with instructions provided through PowerPoint presentations and food demonstrations. The project is collaborating with another Sacramento County program, Be SMART (Behavioral Changes Self-Management and Risk Reduction Through Education) through cooking classes and healthy lifestyle classes, which focus on reducing chronic disease. Nutrition education activities are also held in ethnic churches, health clinics, transitional housing and community centers. Promotion of the project is facilitated by "Lunch-N-Learn" sessions and Train the Trainer sessions to clinic employees and community agencies that provide direct services to the target population. Evaluation measures include attendance records, class outlines, pre-and post-class tests, materials distribution records, and ongoing focus group and survey reports of participants.

**SACRAMENTO COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES—WIC***LIA—Local Health Department Channel*

<b>Patricia To</b>	<b>Local Share:</b>	<b>\$533,014</b>
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Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults
- Ethnicities: Asian (18%); African American (22%); Latino (38%); Native American (1%); Caucasian (21%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, English, Mien, Romanian, Bosnian, Russian, Lao

Settings

Community Center; School; WIC clinics

Partners

8 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Community Center; Hunger Commission; HeadStart; Blue Cross; Healthnet

Description

This WIC agency serves over 20,000 low-income women, infants, and children (under five years of age) at four clinic sites throughout Sacramento County. A variety of ethnicities are targeted with this project, including: Caucasian, African-American, Latino, Vietnamese, Hmong, Mien, Romanian, and Russian participants with two sites utilized for interventions. Going into its third year with the *Network*, the overall goal remains the same—to promote healthy eating and physical activity among low-income families in Sacramento County. With the previous success of enhancing nutrition education through interactive classes, cooking demonstrations and taste-testing, hands-on physical activity classes, and individual self-learning modules, new topics are being developed: “Reading Food Labels,” “Making Healthy Lunches,” “Fats in our Foods,” “The Fruit and Vegetable Rainbow,” “Food Safety,” “Fiber,” and “Walk, Jog, and Run”. WIC staff is trained on all class topics. Trainings are evaluated by measuring changes in staff knowledge and comfort level with the topic. Class success is evaluated through participant surveys. Volunteers are also recruited to read books about nutrition to the children in the waiting room. Nutrition articles published in a bilingual Spanish magazine provide nutrition information to a population needing assistance in selecting healthy foods. WIC is collaborating with other programs to promoting healthy eating and physical activity by participating in community and regional coalitions, such as Gold County Project Lean, Sacramento County Hunger Commission, the HELP program, Sacramento Area Community Garden Coalition. WIC also sponsors and facilitates the Families CAN (Committed to Activity and Nutrition) Coalition, which promotes nutrition and physical activity to decrease the rate of childhood obesity. Activities planned include participating in community events, implementing the “Super Cupboard” Program to demonstrate cooking low-cost recipes, and organizing a “Walk to School Day” with an elementary school.

**SAN JOAQUIN COUNTY PUBLIC HEALTH SERVICES (SJPHS)***LIA—Local Health Department Channel*

<b>Joan Mazzetti, MPH</b>	<b>Local Share:</b>	<b>\$40,962</b>
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Target Audience

- Ages: Grades 4-6; Young Adults; Adults
- Ethnicities: Asian (10%); African American (20%); Latino (35%); Pacific Islander (5%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Center; School

Partners

10 partners from: Schools; Parks and Recreation; University of California Cooperative Extension

Description

San Joaquin County Public Health Services continues to collaborate with the local Nutrition and Physical Activity Coalition to identify nutrition education services currently available to food stamp recipients and those from similar low-income households. The *Nutrition Network* Project works directly with the local Human Services department to deliver on-site nutrition education services. The work plan provides nutrition education services for people eligible for food stamps and other low-income residents and families, through the community centers, Food Emergency Bank, and the local Human Services department. Other nutrition education information is provided through a bi-annual newsletter distributed through agencies serving low-income clients. The project provides nutrition-based activities that include a seasonal topic on bulletin boards at community centers (English), and a low cost healthy food recipe (English and Spanish). Food Assistance information, such as the commodity program at the community centers, is provided to the residents at least once a month. Through the assistance of the community centers staff at each of the sites, copies of the nutrition and physical activity newsletters are distributed to the residents. Additionally, the Project develops semi-annual radio and print public service announcements on seasonal topics in English.

**SOLANO COUNTY HEALTH AND SOCIAL SERVICES DEPARTMENT***LIA—Local Health Department Channel*

**Denise Kirnig, MS, RD**  
 Nutrition Services Manager  
 PO Box 4090  
 Fairfield, CA 94533-0677

Phone: (707) 784-8131  
 Fax: (707) 421-6385  
 Email: ddkirnig@solanocounty.com

**Local Share: \$268,314**  
**State Share: \$134,157**  
**Year First Funded: FFY 1998**

**Target Audience**

- Ages: PreKindergarten; Grades 6-8; Young Adults; Adults
- Ethnicities: Asian (10%); African American (24%); Latino (37%); Pacific Islander (2%); Caucasian (27%)
- Language: Spanish, English

**Settings**

Clinic; School; Farmers' Market; Community events/health fairs

**Partners**

8 partners from: Schools; Local Health Department; University of California Cooperative Extension; Black Infant Health; Melvin Thompson Center; Food Stamp Program; SolanoWORKs

**Description**

Solano County's *California Nutrition Network* project, Get Fit and Get Five A Day, employs the following strategies:

- Sharing the Get Fit and Get 5 a Day message through a county-wide social marketing campaign. Channels include newsletter articles, bulletin boards, fruit and vegetable recipe displays, 5 a Day calendars, newspaper articles, radio announcements and nutrition education classes.
- Conducting interactive classes with "hands-on" opportunities for clients to learn ways to eat more fruits and vegetables and ways to be more active. Other class topics include: shopping tours, food stamp education and container gardening. Clients receive a My Record of Success log to track their physical activity and consumption of fruits and vegetables. Promotional items are given to the class participants who bring back their completed My Record of Success log.
- Providing weekly get-togethers for peer support, preparation and consumption of healthy dishes which include fruits and vegetables for a low-income neighborhood walking club. Walking club members receive a My Record of Success log to track their physical activity and consumption of fruits and vegetables. Promotional items are given to members who bring back their completed My Record of Success logs.
- Participating in a wide variety of community-based health fairs, farmers markets and harvest festivals. Attendees at community events receive information about the importance of eating fruits and vegetables a day, being physically active and Food Stamp Program education.
- Conducting workshops for paraprofessionals so they will provide accurate information to clients about physical activity and the importance of eating 5 a Day.
- Training Emergency food site to find easy ways to add fruits and vegetables into food bags. Nutrition Services staff work with the Food Bank and Cooperative Extension to do these trainings.

**STANISLAUS COUNTY HEALTH SERVICES AGENCY (HSA)***LIA—Local Health Department Channel*

<b>Heather Gruenig Duvall</b>	<b>Local Share:</b>	<b>\$342,439</b>
PO Box 3271	<b>State Share:</b>	<b>\$171,279</b>
Modesto, CA 95353	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (209) 558-7168		
Fax: (209) 558-7538		
Email: hduvall@schsa.org		

Target Audience

- Ages: PreKindergarten; Grades 1-6; Young Adults; Adults; Seniors
- Ethnicities: African American (5%); Latino (75%); Caucasian (20%)
- Language: Spanish, English

Settings

Community Center; School; Grocery Store; Farmers' Market; Faith Organization

Partners

30 partners from: Schools; School Food Service; University of California Cooperative Extension; physicians

Description

The Health Services Agency continues to collaborate with many different community partners in an effort to encourage more physical activity, better eating habits, and increased consumption of fruits and vegetables by the low-income residents of Stanislaus County. The program will continue to participate in "Coffee Hours" at Healthy Start and Head Start locations. At these "Coffee Hours" program staff, through food demonstrations and nutrition education, encourage the audience to eat better on a daily basis. The program staff continue to provide community presentations at sites such as: churches, health fairs, farmers' markets, community organization, after school programs, low resource schools, senior health center, and swap meets. Presentations will also include information on and the promotion of nutrition assistance programs available to Stanislaus County residents. One to two local schools, located in low-income areas, will be targeted to conduct an annual activity such as a cafeteria campaign or garden project. The Health Services Agency will also continue to facilitate the local Nutrition and Fitness Council to enhance nutrition education in the community and in the participating agencies.



## UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, PLACER COUNTY, BUILDING PARTNERSHIPS TO ADDRESS COMMUNITY FOOD SECURITY AND SYSTEM NEEDS

### *Food Security Special Project*

**Sharon K. Junge**

11477 E Avenue  
Auburn, CA 95603

Phone: (530) 889-7385

Fax: (530) 889-7397

Email: skjunge@ucdavis.edu

**Grant Amount:**

**\$35,000**

**Year First Funded:**

**FFY 2000**

### Target Audience

- Ages: All Ages
- Ethnicities: Asian (3.9%); African American (1.1%); Latino (9.79%); Native American (1.9%); Caucasian (83.4%)
- Language: Spanish, English

### Settings

School; Farmers' Market; Community Groups

### Partners

25 partners from: Schools; School Food Service; Local Health Department; College/University; University of California Cooperative Extension; Local Department of Social Services; Faith Community; CBO's

### Description

This third-year food security project has five major goals including:

- Maintaining the Placer County Food Policy Council
- Promoting and gaining community support for food security issues in Placer County
- Increasing community awareness of Placer County food security resources and programs
- Increasing low-income school children's knowledge and awareness of the importance of healthy nutrition
- Improving food access through greater self-sufficiency

Key objectives and activities include maintaining the participation of at least fifteen individuals and ten agencies on the Food Policy Council; developing and implementing strategies to publicize the Placer County Food Security Plan; promoting and publicizing existing food access and nutritional resources and programs that serve low-income consumers through a community resources directory; development of an interactive food security display for presentation at free public events.

In addition, the project is engaged in increasing the nutrition knowledge of at least 50 percent of the students at a targeted low-resource school in the county; and, the training of at least forty low-income preschool parents on how to grow fruits and vegetables and how to prepare meals through a series of workshops and presentations using available community garden space and the resources of the Master Gardeners Program.

The project is also aimed at providing classes for at least ten Early Childhood Educators and at least one-hundred low-income preschool students that will increase their knowledge of nutrition and the importance of the consumption of eating locally grown fresh fruits and vegetables.

## UNIVERSITY OF CALIFORNIA, DAVIS, DEPARTMENT OF EPIDEMIOLOGY AND PREVENTIVE MEDICINE

*LIA—College/University Channel*

<b>Vicky Mohan</b>	<b>Local Share:</b>	<b>\$257,772</b>
Dept. of Epidemiology & Preventive Medicine	<b>State Share:</b>	<b>\$128,886</b>
University of California, Davis	<b>Year First Funded:</b>	<b>FFY 2000</b>
1 Shields Ave., TB-168		
Davis, CA 95616		
Phone: (530) 754-7386		
Fax: (530) 752-3239		
Email: vmohan@ucdavis.edu		

### Target Audience

- Ages: Adults
- Ethnicities: Asian (30%); Latino (30%); Caucasian (40%)
- Language: English

### Settings

Grocery Store

### Partners

Local Department of Social Services; Grocery stores; Calif Grocers Assn.

### Description

The UC Davis LIA Project will work to combine nutrition education and food stamp outreach in a grocery store setting. The project goals are: (1) to promote fruit and vegetable consumption among food stamp recipients and (2) to increase enrollment among working families in the Food Stamp Program. Working families that are receiving or eligible for food stamps will be reached in 1-3 grocery stores that serve customers in zip codes with 50 percent or more of the families earning less than or equal to 185 percent of the federal poverty level.

Staff will coordinate with the *California 5 a Day Retail Campaign* by using their nutrition education materials and develop new food stamp outreach materials using the same “look and feel” as 5 a Day materials. Materials will be placed in at least one grocery store, changing with the seasons in keeping with the 5 a Day schedule. If feasible, staff will implement additional outreach strategies such as stationing a food stamp outreach worker in a store. The project will be evaluated by collecting and analyzing grocery store sales data from intervention and comparison stores. Staff will track food stamp enrollment in cooperation with the local Department of Social Services.

**YOLO COUNTY HEALTH DEPARTMENT***LIA—Local Health Department Channel*

<b>Lisa D. Webster, RD</b>	<b>Local Share:</b>	<b>\$229,430</b>
825 East Street, Suite 123	<b>State Share:</b>	<b>\$114,714</b>
Woodland, CA 95776	<b>Year First Funded:</b>	<b>FFY 2001</b>
Phone: (530) 666-8447		
Fax: (530) 666-6273		
Email: lisa.webster@yolocounty.org		

Target Audience

- Ages: PreKindergarten; Grades 1-4, 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (4.05%); African American (2.1%); Latino (19.9%); Native American (0.9%); Pacific Islander (4.05%); Caucasian (68.6%); not defined (0.2%)
- Language: Spanish, English, Russian

Settings

Community Center; Clinic; School; Farmers' Market; Faith Organization

Partners

3 partners from: Schools; Local Health Department; Project LEAN

Description

The Yolo County *Nutrition Network* project has set the following goals for 2003-2004:

- Conducting follow-up focus groups to those accomplished in 2001-2002 to assess the nutrition knowledge/motivation of low-income Yolo Co. residents and to determine the effectiveness of nutrition education and physical activity promotion messages.
- Enhancing and enriching nutrition education focusing on the 5 a Day message provided to elementary age students in the Woodland Joint Unified School District through classroom presentations, quarterly newsletters to Parent Teacher Associations and nutrition education messages added to monthly school lunch menus.
- Continuing community cooking classes and the publishing volume 2 of a cookbook for participants.
- Establishing a nutrition advisory council to explore, promote, and evaluate the knowledge base of low-income residents regarding nutrition education and physical activity promotion and access to food assistance programs.
- Convening an evaluation planning group to develop tools to assess the improvements in knowledge, attitude, behavior and awareness of the target population re: nutrition, diet, and healthy lifestyle options.
- Providing community outreach via guest speaking for community organizations and participation at community health fairs and events
- Actively participating in the Gold Country Collaborative Project in conjunction with the Project LEAN coalition.

# Great South Region

## Riverside and San Bernardino Counties



### REGIONAL LEAD AGENCIES

#### California Project LEAN

Jeanne Silberstein  
San Bernardino County Department of Public Health  
351 N. Mountain View Avenue, Room 104  
San Bernardino, CA 92415-0010

Phone: (909) 387-6320  
Fax: (909) 387-6899  
Email: [jsilberstein@dph.sbcounty.gov](mailto:jsilberstein@dph.sbcounty.gov)

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#### 5 a Day-Power Play! Campaign

Melodee Lopez  
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San Bernardino, CA 92415-0010

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#### Latino 5 a Day Campaign

Leticia Salazar-Allen  
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San Bernardino, CA 92415-0010

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Email: [lsalazar@dph.sbcounty.gov](mailto:lsalazar@dph.sbcounty.gov)

**FAITH TEMPLE CHURCH***Faith Community Outreach Special Project*

<b>Keith Tolbert</b>	<b>Grant Amount:</b>	<b>\$87,500</b>
PO Box 3177	<b>Year First Funded:</b>	<b>FFY 2002</b>
San Bernardino, CA 92413		
Phone: (909) 862-2416		
Fax: (909) 862-4134		
Email: jgtjesus@aol.com		

Target Audience

- Ethnicities: African American (100%)
- Language: English

Settings

Community Center; School; Faith Organization

Partners

2 partners from: Local Department of Social Services; County of San Bernardino

Description

Faith Temple Church provides a comprehensive educational, nutrition and physical activity program to low-income African American adults and school-aged children. The Health Care Professionals group (HCP) promotes healthy lifestyles, conducts nutritional seminars, coordinates health fairs and distributes health and nutrition information to members. During the summer months, Faith Temple Church sponsors "Action Night" where the community is invited to come and participate in basketball, volleyball and other physical activities. HCP aims to assist congregations to modify the foods served and encourage their 400-500 members to be more health conscience in food selections. Through the *Network*-funded Nutrition Project Faith Temple Church will complete a community assessment, implement the American Cancer Society's Body & Soul program, and work with local grocers to increase availability of quality fruits and vegetables in the community. The church has been serving the San Bernardino Community for over 30 years with programs such as food assistance, clothing closets, family/individual counseling, crisis counseling, drug abuse counseling, and medication counseling for seniors.

**LOVELAND CHURCH***Faith Community Outreach Special Project***Pastor Gordon Laine**

2850 W. Foothill Blvd. #201  
Rialto, CA 92376

Phone: (909) 877-6143

Fax: (909) 877-6749

Email: pastorgl@hotmail.com

**Grant Amount:**

**\$55,000**

**Year First Funded:**

**FFY 2000**

Target Audience

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: African American (60%); Latino (30%); Caucasian (10%)
- Language: Spanish, English

Settings

Community Center; School; Grocery Store; Faith Organization

Partners

5 partners from: Local Health Department; Churches

Description

The goal of this project is to reduce the rate of chronic disease among African Americans through the ministry of local churches by promoting healthy lifestyle changes through education on increased fruit and vegetable consumption and promotion of regular physical activity.

Loveland's Nutrition Program will conduct activities working with congregation members at Loveland Church and True Vine Christian Center. Nutrition education will focus on skill building, needs assessment, media advocacy and facilitating connections with community resources. The program offers "Health Awareness Month" activities that include displays, nutrition classes incorporated into Sunday school classes, men and women's conferences, youth camps, and church events. The program will continually provide displays, a physical activity resource list and referral system, a series of three nutritional classes and identify ways to promote utilization of food assistance programs to educate the congregation and community. The program spreads the word about nutrition and program events to members through our "Tips for the Temple" 2002 Calendar and monthly articles in church bulletins. This year, Loveland will be co-hosting a Health Ministry Leadership Conference to educate pastors, ministers and health educators on the importance and delivery of a health ministry. Loveland's Nutrition Program staff is represented on the San Bernardino Food Policy Council and the CPNS Physical Activity Nutrition Integration Committee (PANIC).

**MONTCLAIR, CITY OF***LIA—City-Government Channel***Marcia Richter**5111 Benito Street  
Montclair, CA 91763

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**Local Share: \$127,480****State Share: \$63,740****Year First Funded: FFY 1999**Target Audience

- Ages: Adults
- Ethnicities: Asian (8%); African American (5%); Latino (63%); Native American (0.1%); Pacific Islander (0.9%); Caucasian (23%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

Partners

Schools; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Montclair Community Collaborative

Description

The *Network*-funded project at the City of Montclair has been successful in promoting the 5 a Day message of eating five servings of fruits and vegetables a day and a physically active lifestyle among low income, multi-ethnic residents of Montclair with a special focus on Latino women. They were able to train Community Health Workers (CHW) in a 16-week curriculum focused on nutrition and physical activity called "Mujeres Decididas". The CHW's then went into the community and taught classes in the community. With this heightened interest the participants are invited to continue to learn about nutrition and by enrolling in the advanced nutrition classes taught by local hospital dietitians. Many of the classes include tours of farmers' markets and supermarkets, as well as chef demonstrations. With the participants interested in cooking healthier they coordinated a cooking contest so they could share what they've learned. All recipes are included in a "Healthy Cooking" cookbook. In addition, they have an extensive "lending library" focusing on nutrition and physical activity books and videos. This library is open for use by the CHW's, program participants, and the community. They also disseminate a culturally/linguistically appropriate community newsletter that includes nutrition and physical activity program information with recipes from their "Healthy Cooking" contest. This project also networks with other agencies including Project LEAN and the 5 a Day coalition. Overall, this *Nutrition Network* project has helped expand the target audience's behavior-specific knowledge and attitude about healthy eating and lifestyle choices.

**RIVERSIDE COUNTY COMMUNITY HEALTH AGENCY***Physical Activity and Nutrition Resource Center*

<b>Sandra J. Jackson</b>	<b>Grant Amount:</b>	<b>\$150,000</b>
Department of Public Health Nutrition Service Branch	<b>Year First Funded:</b>	<b>FFY 2002</b>
10769 Hole Ave Suite 210		
Riverside, CA 92505-2869		
Phone: (909) 358-5898		
Fax: (909) 358-5885		

Target Audience

- Ages: Adults
- Ethnicities: African American; Latino; Caucasian; Other
- Language: Spanish

Settings

Community Center; Clinic; School; Faith Organization; YMCA; YWCA; Health Fairs; Community events

Partners

15 partners from: Schools; Local Health Department; Parks and Recreation; WIC; Community Health Foundation; YWCA; YMCA; Corona Norco Children's Obesity Coalition; Molina Healthcare; Tyler Galleria; Eastside Collaborative

Description

The "Be Active" physical activity pilot project promotes physical activity and healthy eating in the city of Riverside to low-income women with children. A pilot community plan is underway to increase the community's awareness and knowledge about these healthy lifestyles. This social marketing campaign works to foster multiple and diverse programs and services to integrate and promote positive messages and activities that will change behavior within the community. Through coalition building and increased community partnerships the project will increase the number of women in Riverside who engage in 30 minutes of physical activity a week and eat at least 5 servings of fruits and vegetables everyday. The goals of the variety of activities planned are to: (1) change social norms and policies that will move toward creating an environment that will support a healthier community and (2) develop a physical resource that supports local nutrition education projects. A community launch event with program partners is planned for the spring to increase community awareness and support for the upcoming project activities which include: a community resource directory for physical activity and healthy eating in the Riverside area; cooking demonstrations at local YMCA, YWCA, Faith Based Organizations, City Park and Recreation, health centers, after-school programs that promote physical activity; parent and child healthy lifestyle programs promoted at after-school program sites; a weight management program that incorporates physical activity at the YWCA; a pilot employee walking program for Riverside County Nutrition Services; and train the trainer workshops for a variety of local partners to promote the 5 a Day and physical activity message. A variety of evaluation methods will be integrated into all the planned activities to assess the project outcomes.



**RIVERSIDE COUNTY HEALTH SERVICES AGENCY—PROP 10***LIA—Local Health Department Channel*

**Gayle Hoxter, MPH, RD**  
 Chief of Nutrition Services  
 P.O. Box 7600  
 Riverside, CA 92503

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 Fax: (909) 358-5472  
 Email: ghoxter@co.riverside.ca.us

**Local Share: \$1,903,912**

**State Share: \$951,956**

**Year First Funded: FFY 2000**

Target Audience

- Ages: All Ages
- Ethnicities: Asian (5%); African American (10%); Latino (65%); Caucasian (20%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Farmers' Market; Restaurant; Faith Organization; Day care providers; food security programs

Partners

Schools; Local Health Department; Parks and Recreation; Local Department of Social Services; Community Based org.; *5 a Day—Power Play! Campaign* sub contract with San Bernardino Health Dept.

Description

The Riverside County Department of Public Health is working with the WIC program to provide nutrition education to approximately 56,000 participants including prenatal and postpartum women, breastfeeding women, infants and children up to 5 years of age. The department is working with the following groups:

- CHDP providers and their staff across Riverside County,
- Health department staff through wellness programs,
- Community events during outreach,
- Family care centers,
- Food security programs and child care providers including parents of 0- to 5-year-olds,
- Third- and fourth-grade teachers,
- Community Based Organizations,
- Physicians

**SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH***5 a Day–Power Play! Campaign***Melodee Lopez**

San Bernardino County Department of Public Health  
 351 N. Mountain View Avenue, Rm 104  
 San Bernardino, CA 92415

Phone: (909) 387-6318

Fax: (909) 387-6899

Email: mlopez@dph.sbcounty.gov

**Grant Amount:**

**\$100,000**

**Year First Funded:**

**FFY 2000**

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The San Bernardino County Department of Public Health acts as the Inland Empire Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 113,000 impressions with the region's 56,500 low-income 9- to 11-year-old children. The Inland Empire Region includes Riverside and San Bernardino counties.

**SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH***California Project LEAN Regional Lead Agency*

<b>Jeanne Silberstein, MPH, RD</b>	<b>Local Share:</b>	<b>\$631,400</b>
Nutrition Services Director	<b>State Share:</b>	<b>\$315,700</b>
351 N. Mountain View Avenue	<b>Grant Amount:</b>	<b>\$107,080</b>
Room 104	<b>Bone Health Grant Amount:</b>	<b>\$50,000</b>
San Bernardino, CA 92415-0010	<b>Year First Funded:</b>	<b>FFY 1996</b>
Phone: (909) 387-6320		
Fax: (909) 387-6899		
Email: jsilberstein@dph.sbcounty.gov		

Target Audience

- Ages: Grades 5-12; Young Adults; Adults
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store

Partners

50 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; ACS; AHA; WIC; farm

Description

The Great South Project LEAN Region's Community-Based Social Marketing Project is to increase vegetable intake by one serving per day in the target group of low-income, Spanish speaking mothers. Promotoras, or peer-to-peer educators, will teach nutrition and gardening classes, conduct food demonstrations, participate in community events, and advocate for environmental changes in their target community of Colton. In addition, the region will complete data collection from the 2002 Bone Health Campaign "Mas Leche 1%, Huesos Fuertes, Familia Saludable" for low-income, Spanish-speaking Latino mothers. Intervention activities include taste tests and distribution of promotional literature in five retail grocery stores and large community events, and classes for the target audience led by Promotoras de Salud (community health workers). Spanish-language radio and television commercials will run in the target area.

Program staff provide technical expertise to community groups and organizes an annual continuing education seminar on nutrition/health fraud for registered dietitians and other health professionals.

Other activities include the revision, duplication, and distribution of healthy eating pamphlets to food stamp households and clients of food banks. The program will complete the annual update of the Food Assistance Resource Guide (FARG) used by intermediaries of the target population to identify and refer clients to available community food and nutrition education resources. Approximately 100-150 FARG directories will be distributed to public and private community partners and other county agencies.

Outreach to the African-American community will include participation in the San Bernardino County African American Health Initiative with other local agencies and organizations to develop goals and objectives for promoting healthy eating and physical activity strategies for obesity and chronic disease prevention. The Legacy Project Cookbook recipes will be distributed to community members and be evaluated for future revision.

**SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH***Latino 5 a Day Campaign*

**Leticia Salazar-Allen, BS**  
 Regional *Latino 5 a Day* Marketing Manager  
 351 North Mountain View #104  
 San Bernardino, CA 92415-0010  
 Phone: (909) 387-6851  
 Fax: (909) 387-6899  
 Email: lsalazar@dph.sbcounty.gov  
 Website: www.sbcounty.gov/eatwell

**Grant Amount: \$110,000**  
**Year First Funded: FFY 2003**

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Large Latino oriented festivals; Farmers'/flea markets; Supermarkets and neighborhood grocery stores; Direct health service providers and community based organizations; Television, radio, and print media outlets; Local elected officials and policymakers; Other community events that cater to the Latino community

Partners

16 partners

Description

The San Bernardino County Department of Public Health (SBCDPH) recently joined the *California Latino 5 a Day Campaign* to serve as the regional lead agency for the Inland Empire Region, which includes San Bernardino and Riverside counties. SBCDPH will lead the regional implementation of the *Campaign's* community-level interventions. SBCDPH also will oversee the Inland Empire *5 a Day* Regional Coalition consisting of *Latino 5 a Day* and *5 a Day–Power Play!* Subcommittees.

In 2003, the Inland Empire lead agency will seek to reach 255,000 Latino adults with the 5 a Day and physical activity messages by conducting outreach at large festivals, farmers'/flea markets, grocery stores and supermarkets, and other community events that cater to the Latino audience. The lead agency also will distribute the *5 a Day and Physical Activity Toolbox for Community Educators* and the *Latino 5 a Day Outreach Kit* to direct health service providers and community based organizations that are interested in reaching the Latino community with the 5 a Day and physical activity messages. The lead agency will participate in three regional media tours and work to secure partnerships with local media, including Spanish-language and Latino-targeted English language television, radio, and print outlets. The Inland Empire lead agency will work to inform local elected officials and policymakers about the *Campaign's* goals and activities. Lastly, the Inland Empire lead agency will work with the Inland Empire Collaborative to provide technical assistance on reaching the Latino community with the 5 a Day and physical activity messages.

**SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH***PCFH Healthy Eating and Childhood Overweight Prevention Grant***Jeanne Silberstein****Grant Amount:****\$132,850**

Human Services Systems  
 351 North Mountain View Avenue Room 104  
 San Bernardino, CA 92415-0010  
 Phone: (909) 387-6320  
 Fax: (909) 387-6899  
 Email: jsilberstein@dph.sbcounty.gov

Target Audience

- Ages: Grades 1-8; Adults
- Ethnicities: African American
- Language: English

Settings

Community Center; Grocery Store; Faith Organization; African Heritage Village

Partners

9 partners from: Project LEAN; CHDP Nutrition Program; San Bernardino County WIC; *5 a Day–Power Play! Campaign*; “Arts on Fifth” (a collaboration between cultural and international affairs offices of the city and county of San Bernardino and California State University Theatre Program); Housing Authority; Delman Heights Community Center; Boys and Girls Club; local African American churches

Description

The CDC’s report, *Women and Heart Disease: An Atlas of Racial and Ethnic Disparities in Mortality*, indicated that in San Bernardino County the death rate from heart disease for Black women was 613 to 682 per 100,000 compared to 381 to 427 per 100,000 for all women. Certain urban/suburban cities of San Bernardino County have a dense population of African Americans, yet little or no year-round, consistent cultural activities that highlight African and/or African American heritage. In addition, messages that encourage healthy food choices and increased physical activity are also lacking in this community. To rectify this imbalance, the San Bernardino County Department of Public Health’s F.A.M.E. (Families of African American Ancestry Motivating the Empire) plans to implement a traditional African dance class or other aerobic/dance form combined with a nutrition education program that motivates children and families to eat healthier and engage in more physical activity. The goals of F.A.M.E are to conduct a community program that:

- Prompts children and their families to participate in healthy food and activity options in their communities;
- Advances policy and environmental changes that promote healthy eating and physical activity options in the community centers;
- Motivates children and their families to eat healthier and engage in more physical activity.

**SAN BERNARDINO PARKS AND RECREATIONS AND COMMUNITY SERVICES***LIA—Parks and Recreation Channel***Glenda Martin-Robinson**

547 North Sierra Way  
San Bernardino, CA 92410

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**Local Share:** **\$68,098**

**State Share:** **\$33,793**

**Year First Funded:** **FFY 1999**

**Target Audience**

- Ages: Young Adults; Adults
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

**Settings**

Community Center

**Partners**

Local Health Department; Parks and Recreation; Project LEAN

**Description**

The goal of the City of San Bernardino Parks, Recreation and Community Services Department is to increase the likelihood of residents to consume 5 servings of fruits and vegetables per day. Also, to increase the daily physical activity, of adults to 30 minutes and 60 minutes for youth per day.

Specifically targeting low-income residents. The City will accomplish these goals through the following activities:

1. Broadcasting weekly television show, "What's Cooking?," to low-income household throughout the Inland Empire.
2. Provide free workshops and physical active programs such as aerobics classes, sports programs and dance classes to the public in low-income neighborhoods.
3. Provide free information at the various cultural and seasonal events promoting the benefits of healthy eating and physical activities.
4. Actively promote the program's benefits and successes to the public.
5. Increase knowledge of 20 low-income residents by providing 100 hours of training regarding the benefits of proper nutrition and physical activity.
6. Conduct evaluation surveys on the effectiveness of this department's effort on making the public aware of healthy living habits.

**TEMPLE COMMUNITY OUTREACH CENTER***Faith Community Outreach Special Project***Loistine Herndon**

1583 W Union Street  
San Bernardino, CA 92411

Phone: (909) 383-9588

Fax: (909) 383-0432

Email: templeoutreach@worldnet.att.net

**Grant Amount:**

**\$87,500**

**Year First Funded:**

**FFY 2002**

Target Audience

- Ages: Grades 2, 4, 5, 9-12; Young Adults; Adults; Seniors
- Ethnicities: African American (100%)

Settings

Community Center; Grocery Store; Faith Organization

Partners

45 partners from: Local Health Department; Project LEAN; Local Department of Social Services

Description

Temple Community Outreach Center will administer the American Cancer Society "Body & Soul Program: A Celebration of Healthy Living" in San Bernardino. The program goal is to stimulate healthier eating and increased physical activity for African American families to decrease their risk of developing chronic disease. A church advisory group will be convened to assist in generating educational and skill building activities based on community interest for the congregation and surrounding community. Temple Community Outreach Center will also complete a community assessment and work with local grocers to increase availability of quality fruits and vegetables in the community. Relationships with local retailers will be established to promote food demonstrations and grocery store tours to enable residents to eat 5 a Day. Adult and youth activities will include a four week summer fun camp, a twenty session series on nutrition incorporated in the Baptist Training Union, articles in the church newsletter and tips on eating 5 a Day with a calendar of activities featured on the church website. Evaluation will consist of documented strategies, activities, a case study and participation in the faith channel evaluation measures.

# Los Angeles Region

Los Angeles County



## REGIONAL LEAD AGENCIES

### California Project LEAN

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Los Angeles County Department of Health Services  
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Los Angeles, CA 90010

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### 5 a Day-Power Play! Campaign

Marvin Espinoza  
UC Cooperative Extension, Los Angeles County  
2 Coral Circle  
Monterey Park, CA 91755

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**ABC UNIFIED SCHOOL DISTRICT (ABCUSD)***LIA—School/District Channel***Anna Apoian, RD, CDE**

Nutrition Services Department

16700 Norwalk Blvd

Cerritos, CA 90703

Phone: (562) 926-5566 x21281

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Email: anna.apoian@abcusd.k12.ca.us

**Local Share:****\$558,075****State Share:****\$279,038****Year First Funded:****FFY 2002****Target Audience**

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: Asian (6.3%); African American (7.4%); Latino (72.1%); Native American (0.4%); Caucasian (7.9%); Other (5.9%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Korean, Khmer, Mandarin, English, Portuguese

**Settings**

School; Grocery Store; Farmers' Market; Restaurant; Health Center

**Description**

ABCUSD is targeting the students, parents and teachers at a Teen Parent Program and school sites that have the support of administration and educators. The uniqueness of the program is that they are training the school nurses in order to train the teachers to enhance and incorporate new nutrition and physical education information into their existing lesson plans. The nurses are a key link and are an asset into tapping into networks that already exist. Nurses are known and welcomed faces, trusted by the targeted population.

During this first starting year, they are utilizing the School Health Index Module 2 to assess the nutrition and physical education curricula already in use. This assessment provides them with a map, focusing their reinforcement efforts in appropriate areas. They will use "The Health Framework for California Public Schools" as a guide for any changes.

They will also take advantage of existing and proven resources by other organizations, including special events, curriculum, training materials, lesson plans and more.

Initially, they will focus their energies on a few sites, allowing the tentacles of these grant funds and efforts to reach into the classrooms, lunch rooms, nursing office, PTA rooms, and homes.

**ALHAMBRA SCHOOL DISTRICT***LIA—School/District Channel***Judy Huffaker**15 West Alhambra Road  
Alhambra, CA 91801

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Email: huffaker\_judy@alhambra.k12.ca.us

**Local Share:****\$1,038,492****State Share:****\$519,246****Year First Funded:****FFY 2001***Secondary Contact:***Amy Rush**15 West Alhambra Road  
Alhambra, CA 91801

Phone: (626) 308-2754

Fax: (626) 308-2290

Email: arush@earthlink.net

**Target Audience**

- Ages: PreKindergarten; Grades 1-8
- Ethnicities: Asian (47.3%); African American (0.8%); Latino (42.5%); Native American; Pacific Islander (0.1%); Caucasian (8.7%); Filipino (0.6%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Khmer, Mandarin, English

**Settings**

School

**Partners**

5 partners from: School Food Service; Parks and Recreation; Project LEAN; University of California Cooperative Extension; American Cancer Society

**Description**

This new funding year has brought many organizations and agencies together in partnering with Alhambra School District's Nutrition Network. The Nutrition Network is providing support at the elementary level this year. Their target audience is teachers, support staff, cafeteria personnel, students, and parents of approximately pre-K through grade 8 from low-income schools.

They offer "Harvest of the Month" featuring a monthly produce item for classroom sampling in conjunction with an informational packet for classroom use. A total of 360 teachers, 80 staff members and 8000 students are reached through this program. During the month, the featured produce item is available for classroom activities and sampling. Concurrently, the Food Service Department incorporates the same fruit or vegetable into the school menu. Teachers and cafeteria managers have observed students changing their behavior by consuming more fruits and less waste during the lunch period.

School sites involved in the Network are encouraged to coordinate and implement nutrition education and physical activity promotion interventions that are site appropriate and planned jointly their school team along with ASD Nutrition Network.

**ALONDRA CHURCH OF CHRIST***Faith Community Outreach Special Project***Brenda Payne**

Project Director  
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Compton, CA 90221

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Email: brenpayne@aol.com

**Grant Amount:**

**\$45,000**

**Year First Funded:**

**FFY 2000**

Target Audience

- Ages: Grades 4-12; Young Adults; Adults; Seniors
- Ethnicities: African American (70%); Latino (30%)
- Language: English

Settings

Community Center; School; Faith Organization

Partners

8 partners from: Schools; Parks and Recreation; Non-profit agencies; Contracted chef; LA BIND

Description

This Compton, CA, church is continuing to implement its nutrition/health education ministry, Tending to the Temple, in their congregation and community. This program reaches out to over 1,000 low-income African-Americans in Compton, South Central Los Angeles and Watts through partnerships with four sister congregations and local community agencies.

Within ACoC and partnering congregations, Tending to the Temple offers the Meet the Challenge program and the Healthy Church Auxiliary Program. The Meet the Challenge program entails participants meeting a nutrition/health related challenge each month (i.e., eat five servings of fruits and vegetables daily). The program is designed to encourage small steps toward better nutrition, increased physical activity and ultimately better health. Participants attend a bi-monthly nutrition/health workshop to reinforce new habits. The Healthy Church Auxiliary Program provides nutrition/health education to auxiliaries and committees within the church. The committees are assisted in developing strategies to contribute to a healthy church environment. The committees disseminate health related information to their members, host one health related event and advertise Tending to the Temple events. Also, nutrition messages are disseminated to the churches via the pulpit, weekly bulletins, a health resource center, and event flyer.

Tending to the Temple offers the Healthy Family Series to low income populations by partnering with community agencies. The program consists of four healthy cooking classes, one nutrition education workshop and one fitness demonstration/workshop. The church offers an annual community health fair where church and community members receive nutrition related information, healthy food samples, and contact with community based health organizations.

Project evaluation measures include participation in channel-wide evaluation of fruit and vegetable intake and physical activity habits, attendance records, and participant evaluation.

**APOSTOLIC FAITH HOME ASSEMBLY, INC. (AFHA)***Faith Community Outreach Special Project***Charles A. Tolbert**

3200 W. Adams Boulevard  
Los Angeles, CA 90018

Phone: (323) 731-7303 x210

Fax: (323) 731-2319

Email: scollins@homeassembly.org

**Grant Amount:**

**\$55,000**

**Year First Funded:**

**FFY 1999**

**Target Audience**

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: African American (90%); Latino (5%); Pacific Islander (5%)
- Language: English

**Settings**

Community Center; Grocery Store; Farmers' Market; Faith Organization

**Partners**

10 partners from: Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; SPA6; LAUSD & African American Health Council; Farmer Insurance

**Description**

Apostolic Faith Home Assembly's (AFHA) current nutrition and physical activity program is a faith based community approach to change child and family health behaviors, and to address health disparities facing African Americans who are at risk for overweight, obesity and cardiovascular diseases. A major goal of the program is to involve existing and potential food stamp clients/families, church, and community members in the design and development of program interventions for the purpose of ownership and empowerment.

Apostolic Faith Home Assembly serves a predominantly African American congregation of approximately 350. The community surrounding the church is composed of primarily low-income African American and Hispanic residents. AFHA has served the community by providing a variety of social services, including a food bank, clothing closet, and individual and family counseling. Nutrition education activities include monthly seminars on healthful meals and increasing consumption of fruits and vegetables in the church, health fairs, health screenings and taste testing. An AFHA Advisory Group meets regularly to plan and oversee the implementation of activities. The Annual Health/Healthy Food Fair and Walkathon provides community residents with free diabetes checks, mammograms, HIV testing, prostate cholesterol testing and other services through collaboration with hospital and health clinics in the area. Congregational members are reached by promoting outreach information through the AFHA website and the monthly newsletter mailing to approximately 300 members. The newsletter carries articles on various nutrition and health issues selected by their health professional team. AFHA works with its partners to collect process, outcome, and impact data.

**BAPTIST CHURCH OF THE NEW COVENANT***Faith Community Outreach Special Project***Scarlett Small**

10843 Kenney Street  
Norwalk, CA 90650

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Fax: (562) 864-1284

Email: newcovbaptist@aol.com

**Grant Amount:**

**\$48,983**

**Year First Funded:**

**FFY 1999**

Target Audience

- Ages: Adults; Seniors
- Ethnicities: African American (75%); Latino (25%)
- Language: English

Settings

Grocery Store; Faith Organization

Partners

Local Health Department; Project LEAN

Description

The Progressive Health and Nutrition Network (PHANN) serves as a coordinating body to provide nutrition education services to low-income families in churches in southern Los Angeles County. Outreach is conducted to increase consumers' knowledge of the importance of increasing intake of fruits and vegetables and participation in daily physical activity for better health. The selected churches are members of the ministerial alliances of Baptist and Methodist churches as well as several nondenominational churches. The target populations are low-income community residents who may or may not be members of the participating churches, but are eligible for or participating in the Food Stamp program.

PHANN is implementing a marketing strategy to publicize the program, the 5 a Day messages and the Food Stamp Program to the larger community and specifically to the participating churches. The marketing strategy includes the distribution of brochures, flyers and fans with nutrition messages, to Food Stamp offices, community centers, WIC offices, check cashing stores, hair and nail salons, soul food and fast food restaurants, etc. Articles are written for local newspapers as well as newsletters for church magazine racks. The cable television stations will be contacted to schedule programming for at least two nutrition shows. Radio stations are contacted to air public service announcements and guest appearances on the air for live interviews.

The major focus of PHANN is the implementation of a variety of nutrition activities at the 20 participating churches. At a minimum, each of the churches will have one, three hour nutrition seminar. Other more established churches will have weekly, monthly and /or quarterly activities, which will include health education seminars, health fairs and physical activity programs. Nutrition is incorporated into the churches special events, such as Mother's Day, church picnics, holiday celebrations and Black History Month. All food served at church events will have an emphasis on fruits and vegetables and low fat cooking practices. The health ministries at the participating churches are working with the nutrition and outreach coordinators to plan and implement the activities.

**BELLFLOWER UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>LeAnne Whitney</b>	<b>Local Share:</b>	<b>\$66,225</b>
16703 South Clark Avenue	<b>State Share:</b>	<b>\$33,081</b>
Bellflower, CA 90706	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (562) 866-9011		
Fax: (562) 461-2205		
Email: lwhitney@busd.k12.ca.us		

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (3%); African American (16%); Latino (60%); Native American (1%); Pacific Islander (1%); Caucasian (15%); Other (4%)
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN

Description

In their first year with the *Network*, Bellflower is making teacher education a first priority in order to intensify nutrition education in the classroom. *Network* staff will develop workshops for teachers based on a teacher needs assessment. Another planned activity will be elementary student trips to the local Farmers' Market that will incorporate learning activities at the market. These trips will also be synchronized with in-classroom nutrition education. Parents will be targeted through a semi-annual newsletter, messages on the school foodservice menu, and outreach for the food stamp program. Another area of emphasis at Bellflower USD is the promotion of participation in school breakfast. In order to promote physical activity among the students, Bellflower will complete planning for the October 2003 Walk to School Day during this fiscal year.

**CALIFORNIA STATE UNIVERSITY, LOS ANGELES***LIA—College/University Channel***Laura Calderon, DrPH, RD**

Department of Kinesiology &amp; Nutritional Science

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Los Angeles, CA 90032

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Email: lcalder@calstatela.edu

**Local Share: \$59,256****State Share: \$29,628****Year First Funded: FFY 1999**Target Audience

- Ages: Grades 9-12; Adults
- Ethnicities: Asian (20%); African American; Latino (60%); Pacific Islander (5%); Caucasian (15%)
- Language: Spanish, Vietnamese, Armenian, Mandarin, English

Settings

School; Grocery Store

Partners

Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension

Description

California State University, Los Angeles has partnered with Francisco Bravo Medical Magnet High School to develop a nutrition education and physical activity intervention aimed at high school students and their families. This intervention uses a peer advocacy model; this model encourages student empowerment, peer training and policy change.

Francisco Bravo Medical Magnet High School, grades 7-12, is located in a commercial and residential section of East Los Angeles. The community's population is comprised primarily of lower socio-economic Latinos. Approximately 40 percent of the students attending Bravo are from the surrounding community. The remaining 60 percent come from various areas served by the Los Angeles Unified School District. Approximately 70 percent of the student body is eligible for free- or reduced-priced lunches.

**CALIFORNIA STATE UNIVERSITY, NORTHRIDGE***LIA—College/University Channel*

<b>Jerry Ann Harrel-Smith</b>	<b>Local Share:</b>	<b>\$170,394</b>
Dept of Family Environmental Sciences, CSUN	<b>State Share:</b>	<b>\$89,197</b>
18111 Nordhoff Street	<b>Year First Funded:</b>	<b>FFY 1998</b>
Northridge, CA 91330-8308		
Phone: (818) 677-7251		
Fax: (818) 677-4778		
Email: jerry.a.smith@csun.edu		

Target Audience

- Ages: PreKindergarten; Grades 1-7, 10-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (5%); African American (10%); Latino (84%); Caucasian (1%)
- Language: Spanish, Korean, English

Settings

Community Center; School

Partners

9 partners from: Schools; Senior Center; Head Start Centers

Description

Project Vitality Across the Lifespan (VAL) reflects our sustained commitment over four years (1999-2003) to provide educational programs, to low-income families, that promote healthy choices throughout the lifespan. Planned presentations and activities for each age group are developmentally appropriate and culturally sensitive. The unique curriculums of project VAL emphasize the dynamic interaction between nutrition and physical activity.

Project Goal (2002-2003): Project VAL utilized 12 cross-disciplinary CSUN student /faculty teams, to increase awareness of the importance of nutrition and physical activity. We plan to reach approximately 450 unduplicated low income, predominately Hispanic/Latino and African American parents, community elders, and their preschool, elementary, middle, and high school children and adolescents were reached through a total of 72 presentations in the communities of Pacoima, San Fernando, Van Nuys, and Reseda. These low-income communities are all located in the San Fernando Valley, which is a part of the Los Angeles Unified School District of Southern California.

## Service Sites

- 5 Head Start Centers—3 operated by Child Care Resource Center and 2 by the Latin American Civic Association
- 3 Middle Schools—San Fernando Middle, Pacoima Middle & Maclay Middle
- 3 Pregnant teen sites—MacAllister High-Reseda site, Cal-Safe-Arleta site, and Van Nuys site
- Northeast Valley Multipurpose Senior Center

The 12 month project will involve the multi-disciplinary collaboration of about 130 students and 12 faculty supervisors from four academic departments in the College of Health and Human Development at CSUN: Family & Environmental Sciences (Nutrition/Dietetics & Family Studies), Kinesiology, Health Sciences, and Leisure Studies & Recreation. Project VAL, in its fourth year of operation, is funded through the California Department of Health Services' *Nutrition Network* program with funds that originate at the U.S.D.A.



**COMPTON COMMUNITY COLLEGE***LIA—College/University Channel*

<b>Ms. Anna Erro</b>	<b>Local Share:</b>	<b>\$571,610</b>
1111 East Artesia Blvd	<b>State Share:</b>	<b>\$285,805</b>
Compton, CA 90221-5393	<b>Year First Funded:</b>	<b>FFY 1999</b>
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Fax: (310) 900-1614		
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (5%); African American (75%); Latino (25%)
- Language: Spanish, Vietnamese, Khmer, English, Lao

Settings

Community Center; School; Grocery Store; Farmers' Market; CBO/A

Partners

Schools; Project LEAN; College/University; University of California Cooperative Extension

Description

This project provides an array of on-campus and off-campus community-oriented nutrition education activities contained within a total of fourteen objectives.

On-campus target groups include an annual summertime Kollege for Kids program aimed at low-income youth; participants in the college's annual Health Fair; participants in the college's annual National Youth Sports Program; children and caregivers in the college's Child Development Center; and participants in the college's Americorps training and placement program and the college's CalWORKs and Foster Parents training programs; and diabetes prevention workshops provided to at-risk individuals.

Off-campus nutrition education programs are provided by project staff, consultants, and subcontractors within the college's target service area encompassing Compton and parts of South Central Los Angeles and Long Beach including childcare programs; over 100 workshops for Southeast Asians in at least three native languages; diabetes prevention workshops provided to at-risk individuals through participating community-based organizations; and a traveling nutrition education workshop and materials display program that is integrated into selected high profile community functions and events.

Three new elements of the college's project include production of a Healthy Nutrition Cooking Show video pilot as the basis for a possible series of shows to be broadcast and cablecast locally. The project is also determining the feasibility and support for an on-campus farmers' market. The project also is concerned about low-income families having access to more low-cost healthy foods in certain neighborhoods in South Central Los Angeles.

**DOWNEY UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

**Colleen Anderson, RD**  
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 Downey, CA 90241  
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**Local Share: \$423,964****State Share: \$211,415****Year First Funded: FFY 2000**Target Audience

- Ages: Grades 1-8; Adults
- Ethnicities: Asian (1%); African American (4%); Latino (71%); Caucasian (17%); Other (6%)
- Language: Spanish, English

Settings

School

Description

Project goals include:

1. To promote consumption of 5 servings of fruits and vegetables a day and 60 minutes of physical activity for children and 30 minutes among adults.
2. To increase collaborative partnerships to expand nutrition education/physical activity opportunities to low-income families in the District.
3. To connect nutrition education into core curriculum with the use of Nutrition Education Resource Centers and cooking carts.

To help achieve these goals, they are planning nutrition education classes with teachers that will focus on the foundations of nutrition as well as how to connect nutrition to core curriculum. Nutrition Education Resource Centers will be available at all participating schools to help teachers more effectively implement a comprehensive nutrition education program. Cooking carts will be used to help teach students how to prepare healthy snacks. The project will initiate a "Harvest of the Month" program to educate students and teachers about produce items with the ultimate goal of increasing consumption. To extend program reach, Downey USD will be offering parent nutrition education classes and will be promoting healthful eating, increased physical activity, and nutrition programs during open house nights. To extend outward to the community, the district will participate in the Downey City Fair. The hope is to create an environment that not only teaches about healthful lifestyles, but also motivates students to want to incorporate these principles into their own life.

**DUARTE, CITY OF, PARKS AND RECREATION DEPARTMENT***Healthy Cities and Communities Special Project***Donna Georgino**

1600 E. Huntington Drive  
Duarte, CA 91010

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**Grant Amount:**

**\$25,000**

**Year First Funded:**

**FFY 1999**

Target Audience

- Ages: Grades 3-12
- Ethnicities: Asian (12%); African American (9%); Latino (43%); Native American (1%); Caucasian (32%); Other (3%)
- Language: Spanish, English

Settings

Community Center; School; Restaurant; Recreation Center

Partners

12 partners from: Schools; School Food Service; Parks and Recreation; Project LEAN; Chamber of Commerce; Hospital

Description

The City of Duarte and its partners implemented the "Healthy Choice" program in February 2000 and the three year funding cycle monitored by California Healthy Cities and Communities (CHCC) ended January 31, 2003. However, Duarte continues to receive funding as a *Network* LIA to improve the health and well being of its residents. Results for the final project year are as follows

A total of 359 youth participated in a variety of nutrition education activities. Nutrition education activities included:

The Parks and Recreation Department conducted the first of two six-week healthy cooking classes for children 8-12 years of age. These weekly classes taught children how to prepare healthy meals, and provided nutrition activities and recipes to use at home.

A total of 617 youths participated in the Summer Lunch Program at the Teen Center which included weekly nutrition education activities. The 5-member Teen Nutrition Council worked with 22 first- to sixth-grade children in a local day care program to evaluate the effects of nutrition education and physical activity promotion. The youth discussed nutrition and physical activity issues and participated in physical activities that included walking and swimming. At the end of the program, the Council conducted focus groups with the children, in which the children self-reported that they increased their awareness of healthy foods, and improved their eating and exercise habits.

On November 26, 2002, the Duarte City Council unanimously adopted the Duarte Teen Nutrition Council's 2002 Food Policy Recommendation that the City provide at least one healthy alternative snack at all city-sponsored meetings and events in which refreshments are served. The City Council also authorized the Teen Nutrition Council to participate in the policy's implementation by training City staff in ways to improve the refreshment choices offered. To prepare its policy

recommendation, the Council researched food policies from other cities and audited the types of snacks served at City meetings by interviewing City representatives and attending meetings. They researched alternative snacks, including conducting a cost analysis and impact of proposed changes on City resources, and participated in training on public speaking. All teens reported that the process increased their leadership and policy development skills. Finally, the Council conducted four restaurant reviews which appeared in the Teen Center newsletter and in The Duarte View newspaper. The reviews provide information on nutritional content, portion sizes and healthy choices available at local restaurants.

Nine Spanish-speaking adults completed 10 hours of training in the “Por La Vida” nutrition education train-the-trainer program. This program recruited its participants from an existing parent group at a local elementary school. Participants reported increased nutrition knowledge and improved food selection, cooking, eating and exercise habits among themselves and within their families. Each trained parent then conducted her own nutrition education course with a group of four to seven parents, bringing the total number of parents receiving nutrition education to 61.

**DUARTE, CITY OF, PARKS AND RECREATION DEPARTMENT***LIA—Parks and Recreation Channel*

<b>Donna Georgino</b>	<b>Local Share:</b>	<b>\$90,067</b>
1600 E. Huntington Drive	<b>State Share:</b>	<b>\$45,034</b>
Duarte, CA 91010	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (626) 357-7931		
Fax: (626) 358-0018		
Email: dgeorgino@accessduarte.com		

Target Audience

- Ages: Grades 3-12
- Ethnicities: Asian (12%); African American (9%); Latino (43%); Native American (1%); Caucasian (32%); Other (3%)
- Language: Spanish, English

Settings

Community Center; School; Restaurant; Recreation Center

Partners

12 partners from: Schools; School Food Service; Parks and Recreation; Project LEAN; Chamber of Commerce; Hospital

Description

A local elementary school in the City of Duarte with over 95 percent of its children receiving free lunch has been recruited to develop a school garden. At least 20 children will receive at least 20 hours of nutrition education over a four-month period.

The five students on the Teen Nutrition Council will conduct a needs assessment. They will also make arrangements to have six displays at community events to provide nutrition information, referrals to nutrition assistance programs, including the messages promoting physical activity, taste testing, and/or physical activity demonstrations.

The Council will visit a different local restaurant each month, taste test the food, and write a monthly restaurant review for the Teen Center newsletter. The article will discuss nutritional aspects of the meals and ways to incorporate fruits and vegetables into meals at designated local restaurants. The newsletter is distributed to over 600 students at Northview Intermediate School.

Thirty children will participate in a healthy cooking class series. The class will include preparation and tasting of an entire meal with focus on eating 5 servings of fruits and vegetables each day. Each week students are given a worksheet to take home focusing on a healthy eating tip for the week.

**EAST LOS ANGELES COLLEGE***LIA—College/University Channel***Manjit Kaur, PhD**1301 Avenue Cesar Chavez  
Monterey Park, CA 91754

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Email: manjitkaurjs@msn.com

**Local Share: \$1,748,108****State Share: \$874,054****Year First Funded: FFY 1999**Target Audience

- Ages: All Ages
- Ethnicities: Asian (25%); Latino (70%); Caucasian (2%); Other (3%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

Community Center; Clinic; School

Partners

4 partners from: Schools; Project LEAN; College/University; University of California Cooperative Extension; American Cancer Society

Description

This East Los Angeles-based project provides a number of campus-based nutrition education programs and activities as well as a large number of off-campus programs and activities, largely implemented through active partnerships with four school districts at multiple schools and sites using various intervention techniques within the East Los Angeles area.

Programs and activities on the East Los Angeles College (ELAC) campus include nutrition education for key faculty and staff, college athletic teams, the general student population, targeted Hispanic students who want to lose weight and learn how to eat healthier food. Off-campus ELAC projects include diabetes education and information provided at the Garfield Medical Center for at-risk adults to prevent and manage diabetes; workshops for predominantly Chinese-Americans on a wide variety of topics also provided at the Garfield Medical Center; and an obesity prevention program provided for Hispanic adults at Beverley Hospital.

Administered by one of the two project field coordinators, food preparation training and nutrition education is provided to students at Alhambra Century High School and their families. Workshop topics and related activities include basic nutrition education and cooking classes, workshops on perinatal and child nutrition, taste tests for healthy snack bar items, family potlucks emphasizing healthy recipes, demonstrations and food samples for healthy breakfasts, workshops on cultural barriers to habit change, label reading and healthy eating, and a two-day electronic media-oriented cartoon activity as the basis for the project's PSAs.

The project's partnership with the Montebello Unified School District (MUSD) operates in three venues. Activities at Montebello High School feature after school cooking and nutrition education classes for extra credit, a Milk Challenge taste test campaign, and a school-wide poster contest. Nutrition education at the District's Teen Parent Program includes the provision of information on eating disorders and positive body image, perinatal nutrition information and infant care, general nutrition education, and participation in MUSD Teen Parent Conference and CAL-SAFE graduation ceremonies. ELAC's project with MUSD also includes providing a number of nutrition education workshops and activities in after-school programs at multiple school sites.

**EL MONTE CITY SCHOOL DISTRICT***LIA—School/District Channel*

<b>Wanda Grant, RD</b>	<b>Local Share:</b>	<b>\$327,852</b>
3540 N. Lexington Avenue	<b>State Share:</b>	<b>\$163,926</b>
El Monte, CA 91731-2684	<b>Year First Funded:</b>	<b>FFY 1998</b>
Phone: (626) 453-3734		
Fax: (626) 350-4860		
Email: wgrant@emcsd.org		

Target Audience

- Ages: Grades 1-8
- Ethnicities: Asian (12%); Latino (78%); Caucasian (6%); Other (4%)
- Language: Spanish, English

Settings

Community Center; School; Grocery Store; Parks and Recreation Centers

Partners

8 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; American Cancer Society; Dairy Council

Description

El Monte City School District continues Nutrition Education Outreach to several audiences. While students are their main focus, they understand that Nutrition Education should reach their children in all areas of their lives and that the message should have continuity.

In order to reach students in the classroom, each of the schools is equipped with a cooking cart and library cart containing nutrition education books, tapes, lesson plans and models. Guest chefs and Nutrition Education Activity Assistants are also available to help implement lessons in the classroom. Monthly activities such as "Harvest of the Month" and Apple and Pumpkin promotions allow regular contact with teachers via the Nutrition Task Force Members. Nutrition Services also hosts several district-wide events allowing direct interaction with the students, these include an annual Grocery Store Scavenger Hunt, Nutrition Expo, Nutrition Carnival and Nutrition Advisory Council Conference.

Since keeping the most current materials in the hands of the teachers is one of their main focuses, teacher in-service trainings are conducted four times this year. Teacher developed lesson plans continue to be collected and are in the process of being posted on the district intranet for other teachers to access.

Parents pass on to their children the information the *Network* provides at Back to School Nights, open houses, and parent meetings. Each of the schools are equipped with Nutrition Services displays, containing parent-friendly English/Spanish brochures, Lunch Menus and Meal Applications. Finally, they provide Staff and Nurse's in-services and encourage them to help the project promote healthy eating throughout the district.

**HAWTHORNE SCHOOL DISTRICT***LIA—School/District Channel*

<b>Lynette Rock</b>	<b>Local Share:</b>	<b>\$960,447</b>
Ramona School	<b>State Share:</b>	<b>\$480,224</b>
4617 W 135th St	<b>Year First Funded:</b>	<b>FFY 1999</b>
Hawthorne, CA 90250		
Phone: (310) 349-1184		
Fax: (310) 349-1945		
Email: lrock@hawthorne.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-8
- Ethnicities: Asian (3%); African American (25%); Latino (52%); Native American (14%); Pacific Islander (1%); Caucasian (4%); Other (1%)
- Language: Spanish, English

Settings

School

Partners

6 partners from: Schools; School Food Service; Project LEAN; University of California Cooperative Extension; Probation Education Athletic League; Moneta Gardens Improvement Inc.

Description

The Hawthorne School District (HSD) is located in Los Angeles County and consists of eight elementary and three middle schools. Eighty-four percent of the student population qualifies for free/reduced meals and all of the schools are target sites. The goals of the project are to promote healthy eating and physical activity by forming a link between the cafeteria, classroom and community. This link creates school environments that reflect a comprehensive commitment to the health and well being of all of the students.

The cafeteria is the key link to nutrition education on school campuses. Every school cafeteria highlights a "Garden Bar" and conducts a "Harvest of the Month" (HOTM) promotion. Food service employees designated as Nutrition Education Activity Assistants encourage students to try the featured produce and promote nutrition education activities. Teachers receive an HOTM newsletter, which includes nutrition education lessons tied to core curriculum standards, and kid-friendly recipes.

Nutrition education in the classroom is another strong component of the program. The *Network* Team includes a full-time teacher. Monthly teacher trainings link nutrition and physical activity to the core subject areas at all grade levels. Every elementary school in HSD has a fully equipped cooking cart for use in classrooms. Gardening activities flourish on school campuses. Nutrition Advisory Councils are active exploratory classes at our middle schools.

Community outreach is the third component of our program. A weekly newspaper article is written and published in local newspapers. They have partnerships with the City Cable Television and other local non-profit community agencies to promote healthy eating at health fairs and other community events. Additionally, nutrition education for parents has been woven into existing district parenting classes.



**HOLY FAITH EPISCOPAL CHURCH***Faith Community Outreach Special Project*

**Rev. Dr. Joanne Leslie**  
 260 North Locust Street  
 Inglewood, CA 90301  
 Phone: (310) 674-7700  
 Fax: (310) 674-7181  
 Email: jleslie@ucla.edu

**Grant Amount: \$46,815**  
**Year First Funded: FFY 1999**

Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (1%); African American (50%); Latino (37%); Native American (1%); Pacific Islander (1%); Caucasian (10%)
- Language: Spanish, English

Settings

Faith Organization; Senior Center

Partners

6 partners from: Local Health Department; Parks and Recreation; College/University; Other Churches; Jubilee Consortium

Description

The Inglewood Inspiration Nutrition And Fitness Project (INFP) has become an integral part of the many community outreach activities of Holy Faith Episcopal Church, located in the low-income and predominantly African-American and Latino community of Inglewood, California. As part of its goal to help parishioners and members of the broader Inglewood community achieve optimal health through increased consumption of fruits and vegetables and through regular exercise, the Project offers numerous opportunities for community members to learn about nutrition and fitness. Regular nutrition education and healthy-foods preparation demonstrations are offered at yoga and aerobics classes located at the church and at the nearby Inglewood Senior Citizens Center. Nutrition education and healthy food tastings take place during the church's weekly food pantry distribution and at church socials, annual picnic, and ethnic fairs. INFP works with the church's Alternatives To Violence program for middle- and high school- aged youth, offering healthy snacks and education about healthy eating during activities sponsored by the program. Project staff also collaborate with the church based after-school program to ensure fruits and vegetables are served frequently and attractively to the children, and also offer periodic nutrition education to youth participating in the after-school program. A highly successful new Project component launched in Summer 2002 was the four-week Summer Fun And Fitness Program for community youth. At this day camp children learned to prepare healthy snacks with fruits and vegetables and to participate in daily games that encouraged exercise and increased awareness of the importance of regular physical activity.

**LONG BEACH CITY COLLEGE***LIA—College/University Channel*

<b>Marianne Foust</b>	<b>Local Share:</b>	<b>\$357,561</b>
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Long Beach, CA 90806	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (562) 938-3011		
Fax: (562) 938-3120		
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Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults
- Ethnicities: Asian (3%); African American (24%); Latino (25%); Native American (1%); Pacific Islander (3%); Caucasian (44%)
- Language: Spanish, Hmong, Khmer, English

Settings

Community Center; School; Grocery Store; Farmers' Market

Partners

5 partners from: Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

The Food, Fun, Family Program provides students/parents of children in the Long Beach City College Child Development Centers with the information they need to make food and shopping choices that will enhance the health of their families. The students/parents learn that eating a balanced diet, which includes a minimum of five servings of fruits and vegetables daily, and getting at least 30 minutes of physical activity daily, will promote the good health of their families and reduce their risk of chronic disease such as certain cancers, diabetes, heart disease, hypertension, and obesity.

The people served are a diverse mix including Latino, Asian, Native American, South Pacific Islanders, White, and African-American individuals who participate in various programs such as Child Care, Parent Education, Foster Care, the foster care Independent Living Program, and the Good Beginnings Never End program for licensed and license-exempt family child care providers in the 90813 zip code.

Nutrition education information includes topics such as food safety, shopping and budgeting, reading food labels, quick and easy meal preparation, appropriate feeding strategies for children at various stages of development, general health and physical activity tips, and community resources for low-income families.

A variety of media and modalities offer messages, such as Topic Tables, taste tests, classes and workshops, food experiences for the children in Child Development Centers, field trips, the food pantry, and printed materials they design and develop, plus printed and taped materials and/or speakers from some of the collaborating agencies within the community.

**LONG BEACH UNIFIED SCHOOL DISTRICT***LIA—School/District Channel***Robin Sinks, CHES**

Health Curriculum Leader

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Signal Hill, CA 90755

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Email: rsinks@lbusd.k12.ca.us

**Local Share: \$1,535,415****State Share: \$778,950****Year First Funded: FFY 2000**Target Audience

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: Asian (10.8%); African American (19.5%); Latino (46.7%); Native American (0.3%); Pacific Islander (2.1%); Caucasian (17.3%); Filipino (3.2%)
- Language: Spanish, Tagalog, Khmer, English

Settings

School

Partners

Schools; School Food Service; Local Health Department; Project LEAN; University of California Cooperative Extension; Dairy Council of California; ACS; AHA

Description

The Long Beach Unified School District (LBUSD) addresses nutrition education and physical activity promotion through a coordinated school health system that is consistent with CDC's model and is described in the Health Framework for California Public Schools. Building upon existing efforts, LBUSD will utilize *California Nutrition Network* funds to increase the likelihood that low-income students and their families will consume five fruits and vegetables daily, participate in physical activity (60 minutes per day for youth, 30 minutes per day for adults), and participate in food assistance programs. A Project Teacher and Child Nutrition Specialist will work closely with the Health and PE Curriculum Leaders to provide teacher training and parent education classes at low income schools (50 percent+ free/reduced lunch count). Teacher training will cover basic nutrition information, impact on health and academic achievement, and instructional strategies and resources to incorporate nutrition education through literacy efforts. Instructional materials, portable cooking carts, and food demonstrations/tasting will be provided to enhance instruction. Parent education topics include nutrition and physical activity needs of students and adults, reading food labels, food safety and sanitation, and food assistance programs. In addition, after-school recreation programs will incorporate nutrition education activities throughout the program. Educational and promotional items with positive nutrition messages will be provided to participants to motivate and reinforce instructional messages.

## LOS ANGELES BLACKS IN NUTRITION AND DIETETICS (LA BIND)

### *Faith Community Outreach Special Project*

<b>Myrtis Tracy</b>	<b>Grant Amount:</b>	<b>\$40,000</b>
2149 Thoreau St	<b>Year First Funded:</b>	<b>FFY 2000</b>
Los Angeles, CA 90047		
Phone: (323) 779-3444		
Fax: (323) 779-0880		
Email: mtracy3@compuserve.com		

#### Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: African American (90%); Latino (10%)
- Language: English

#### Settings

Grocery Store; Farmers' Market; Faith Organization

#### Partners

6 partners from: Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; American Cancer-Southern Reach 2010

#### Description

LA BIND is a non-profit organization that is funded by the *Network* to provide technical assistance and nutrition education/physical activity resources to the nine currently funded Faith Community Outreach projects in Southern California. This organization of African-American Registered Dietitians (RD's) is enhancing the faith projects this year by:

- Conducting nutrition presentations and food demonstrations upon request at funded churches;
- Develop a manual entitled "Answers to your Food & Nutrition Questions"
- Develop 2 recipe cards with nutrition and physical activity messages
- Develop 2 newsletters with nutrition and physical activity information
- Provide nutrition articles for church bulletins and neighborhood newspapers; and
- Continue to revise their previously developed healthy ethnic recipe book, "Let Your Soul Food be Healthy with Food Made Good for the Soul."

In addition, this organization is conducting community outreach activities at local shopping malls, farmers' markets and cultural events such as the African-American Marketplace. Collaboration among the faith outreach projects is encouraged in conducting these activities to educate the broader community in the Los Angeles area.

## LOS ANGELES COALITION TO END HUNGER AND HOMELESSNESS

### *Food Security Special Project*

<b>Frank Tamborello</b>	<b>Grant Amount:</b>	<b>\$40,000</b>
520 South Virgil Avenue	<b>Year First Funded:</b>	<b>FFY 2002</b>
Suite 300		
Los Angeles, CA 90020		
Phone: (213) 439-1070 x112		
Fax: (213) 439-1080		
Email: frank@lacehh.org		

#### Target Audience

- Ages: Seniors
- Ethnicities: Asian; Latino; Pacific Islander
- Language: Spanish, Armenian, Russian

#### Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

#### Partners

4 partners from: Faith-based; Community based & local coalitions

#### Description

This first year food security project is aimed directly at identifying food access needs, resources and recommendations for low-income and homeless people (approximately 55,000) living in Hollywood (90028) by completing a community food assessment process. The Community Food Security Coalition (CFSC) Community Food System Assessment Project, also funded by the *California Nutrition Network*, will provide the training, technical assistance and support to LACEHH's project.

LACEHH's scope of work calls for a broad educational activity for food pantry operators and other food providers in the target area about the objectives of the project and possible policy initiatives and action plans that may result from the assessment process. All food sources (pantries and vendors) will be identified and inventoried in the 90028 zip code area as well as a map of large grocery stores, WIC clinics, food stamp offices including information on prices, hours of availability, types of food, etc.

In addition, the project will also survey a sample of approximately 100-150 homeless persons, 75-125 seniors/older adults, and 75-125 very low-income families and through the use of focus groups, help determine a wide variety of food and dietary needs as well as identifying the top five barriers to accessing sufficient amounts of nutritious, affordable food.

The project will also facilitate a community education and organizing campaign to develop recommendations for improving food access in the Hollywood area via the newly formed Hollywood Community Action Network (HCAN).

**LOS ANGELES COUNTY DEPARTMENT OF HEALTH SERVICES***California Project LEAN Regional Lead Agency***Johanna Asarian-Anderson, RD**

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Los Angeles, CA 90010

Phone: (213) 351-7809

Fax: (213) 351-2793

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**Grant Amount:****\$147,200****Year First Funded:****FFY 1998****Target Audience**

- Ages: Grades 5-12; Young Adults; Adults
- Ethnicities: Asian (5%); African American (10%); Latino (70%); Native American (1%); Pacific Islander (1%); Caucasian (13%)
- Language: Spanish, English

**Settings**

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization

**Partners**

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; AHA; WIC; Farmers markets

**Description**

Los Angeles Project LEAN convenes a coalition of partners to address community issues related to nutrition and/or physical activity. In an effort to enhance communication and to strengthen collaborative working relationships within the region, a two-day collaborative training was conducted in February 2003 within the region. All *Network*-funded Local Incentive Awardees and Special Projects in the region were surveyed for training needs and will be provided with training opportunities and technical assistance.

Regional staff provides expertise for media inquiries and activities occurring in the region, including coordination of activities for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project aims to increase fruit and vegetable consumption in the low-income Latino population within Service Planning Area 4. Promotoras (peer- to- peer educators) were selected and trained as data collectors and nutrition change agents for the campaign intervention. The Promotoras will conduct food demos with retail partners and classes at community centers and schools to reach 1000 parents of school-aged children. A compilation of the Promotora's favorite recipes will be tested, adapted and featured in a cookbook for the target audience. Media training of coalition partners, production of press kits and coordination of mass media outreach for campaign events will also occur.

**LOS ANGELES COUNTY DEPARTMENT OF HEALTH SERVICES***PCFH Healthy Eating and Childhood Overweight Prevention Grant***Myrtis Tracy, MS, RD**

241 N Figueroa St #312

Los Angeles, CA 90012

Phone: (213) 989-7162

Fax: (213) 202-6096

Email: mtracy@dhs.co.la.ca.us

**Grant Amount:****\$135,000****Year First Funded:****FFY 2002****Target Audience**

- Ages: Grades 1-7; Adults
- Ethnicities: African American; Latino
- Language: Spanish, English

**Settings**

Community Center; Clinic; School

**Partners**

11 partners from: School Food Service; Project LEAN; University of California Cooperative Extension; Elementary Schools; L.A. County CHDP and MCH Programs; Elementary School Teachers; WIC Program; DHS Nutrition Programs; LA Unified School District medical services; 5 a Day programs

**Description**

The Los Angeles County Department of Health Services' L.A. County Kids on Track for Good Health Project plans to conduct the following activities: Form collaborations with public/private agencies to advocate for public policies to improve healthy eating and physical activity behaviors of low-income children 6-12 years of age in an endeavor to reduce overweight and obesity. Increase fruit and vegetable consumption by 1 serving within one year among low-income elementary school children 6-12 years of age in Service Planning Areas 4 and 6 (low-income areas within L.A. County). Develop food/nutrition and physical activity train the trainer curriculum utilizing community health workers to teach low-income families with children 6-12 years of age. Administer focus groups with parents, care providers, teachers and students for input in developing social marketing strategies. Develop nutrition/physical activity information packets and distribute to 5,000 low-income families with children 6-12 years of age.

## LOS ANGELES COUNTY PUBLIC HEALTH SERVICES AND PROGRAM

### *LIA—Local Health Department Channel*

**Johanna Asarian-Anderson**

Director, Nutrition Program  
 County of Los Angeles—DHS Nutrition Program  
 3530 Wilshire Blvd Suite 800  
 Los Angeles, CA 90010  
 Phone: (213) 351-7809  
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 Email: janderson@dhs.co.la.ca.us

**Local Share:** **\$1,508,444**

**State Share:** **\$754,220**

**Year First Funded:** **FFY 1998**

### Target Audience

- Ages: All Ages
- Ethnicities: Asian (6%); African American (16%); Latino (59%); Native American (2%); Pacific Islander (2%); Caucasian (15%)

### Settings

Community Center; School; Farmers' Market; Faith Organization

### Partners

8 partners from: Project LEAN; University of California Cooperative Extension; Dairy Council; WIC; American Cancer Society; American Heart Association; United Way

### Description

The County will continue to build a public/private framework around a health promotora model to implement community supported messages utilizing food and nutrition and physical activity promotion. This will include increasing the partnerships involved with the promotora program, identifying and making changes to the curriculum, training additional promotoras, and evaluating the program. With this community based promotora model they are building community capacity to promote nutrition and physical activity. Their messages will also be carried by Public Health Nurses and community workers who will be developing and implementing a nutrition and physical activity promotion strategic plan affecting three special service areas. The use of professionals will help to strengthen the health department infrastructure to address nutrition related health disparities. Lastly, the message will also be carried via video segments and marketing materials that will influence behaviors and environmental factors.



**LOS ANGELES TRADE TECHNICAL COLLEGE***LIA—College/University Channel*

**Michelle Gazmen, MPH**  
 400 W. Washington Blvd.  
 Los Angeles, CA 90015  
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**Local Share:** **\$1,060,644**  
**State Share:** **\$530,322**  
**Year First Funded:** **FFY 2000**

Target Audience

- Ages: PreKindergarten; Grades 6, 7; Young Adults; Adults
- Ethnicities: African American (43%); Latino (55%); Caucasian (2%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Faith Organization; Child Development Centers

Partners

12 partners

Description

This community college is located on the southern border of downtown Los Angeles, adjacent to one of the lowest income areas in the city. The project's goal is to increase knowledge and awareness of the role of nutrition and physical activity through partnership with King Drew Medical Center Pediatric Department and 24 Head Start locations. Nutrition education for preschool students feature active learning and appearances by the Nutrition Magician and Nutrition Artist emphasizing the intake of 5 fruits and vegetables to low-income children at four Child Development Centers of the Los Angeles Community College District.

On campus, the program offers nutrition education and healthy cooking demonstrations to CalWORKS students, and gives workshops on fast-food awareness and food label reading. Foster care teens visit a local grocery store, sampling and learning about produce selection. Parent education includes child and adult nutrition, picky preschool eaters and information on weight management and disease prevention.

Off campus, menu planning is offered following RDA Guidelines and Serve-Safe Certification to Child Development Center staff. Cooking demonstrations are held at faith-based organizations, health fairs, senior centers, middle schools and Boys and Girls' clubs in the service area. The program staff provides two outreach workers for federal food assistance programs, including Food Stamp application information. The program provides several ethnic food festivals at six different Head Start sites demonstrating healthy versions of traditional foods for families and children to increase their consumption of a variety of healthy foods. Activities include tastings and hands-on activities.

**LOS ANGELES UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Irene Kratz</b>	<b>Local Share:</b>	<b>\$11,796,080</b>
LAUSD Nutrition Network	<b>State Share:</b>	<b>\$5,898,040</b>
6155 Bellaire Avenue	<b>Year First Funded:</b>	<b>FFY 2000</b>
Los Angeles, CA 91606		
Phone: (818) 761-3967		
Fax: (818) 761-7683		
Email: irene@lausdnutritionnetwork.org		

Target Audience

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: Asian (4%); African American (12.4%); Latino (71.4%); Native American (0.3%); Pacific Islander (0.3%); Caucasian (9.6%); Filipino (2%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English, Farsi, Russian

Settings

School

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Businesses; Kaiser Permanente

Description

The Los Angeles Unified School District (LAUSD) is changing the way students think about food and exercise by engaging their taste buds, their minds, and their bodies. This is a collaborative effort between teachers, food service staff professionals, school nurses, parents, administrators, community members, and students. The project supports nutrition education for children so they have the desire and information needed to make healthy, positive choices for the rest of their lives. Project efforts are focused on three major areas: the classroom, the cafeteria, and the home.

With over 550,000 students eligible to participate in the program, the major project goals are comprehensive. They are:

- To build a network of individuals and organizations that reflect on issues related to improving nutritious eating and adequate exercise for pre-kindergarten- through twelfth-grade students in LAUSD in order to develop collaborative strategies for improvement.
- To increase staff awareness and access to nutrition education curriculum and instructional materials as well as to improve the overall nutrition understanding of educators and food service personnel.
- To build opportunities for students to participate in activities which connect school gardening and agriculture to development of good eating and physical exercise habits.
- To use social marketing strategies to heighten public awareness of and partnerships in District efforts to improve healthy eating and physical exercise for students and their families.
- To evaluate the strategies and activities being implemented through this initiative.

Over 200 schools and 250,000 students participate in the LAUSD project. From urban children delighting in growing their own food to monthly opportunities to sample different fresh fruits and vegetables, LAUSD students are excited about healthy eating. The outcome is healthy students who are prepared to learn in school.

**MONROVIA UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Erika Oduro</b>	<b>Local Share:</b>	<b>\$386,218</b>
Healthy Start	<b>State Share:</b>	<b>\$193,109</b>
1831 Santa Fe Place	<b>Year First Funded:</b>	<b>FFY 2000</b>
Monrovia, CA 91016		
Phone: (626) 471-3078		
Fax: (626) 471-2088		
Email: healthystartcounseling@monrovia.k12.ca.us		

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (2.4%); African American (12.4%); Latino (52.4%); Native American (0.7%); Pacific Islander (0.2%); Caucasian (28.5%); Filipino & Multiple Races (and other) (3.4%)
- Language: Spanish, English

Settings

School; Farmers' Market

Partners

2 partners from: Schools; School Food Service

Description

The Monrovia Unified School District (MUSD) Nutrition Network Program is continuing to promote nutrition education, physical activity and food stamp outreach in the schools. The MUSD Nutrition Network Program partners with the Food Services Department, the Parent Teacher Association, the Healthy Start Collaborative as well as the local grocery stores.

A needs assessment of nutrition education being conducted in the classroom is the beginning point of this year's project activities. Teacher trainings will be developed and conducted using the outcome of the needs assessment,. In addition to the areas identified in the needs assessment, the trainings will focus on integrated and coordinated nutrition education lessons and nutrition foundations at each school site. One-time workshops will be offered to staff at each school on aligning California Department of Education nutrition competencies with Language Arts, Math, Social Studies and other standards. In addition to teachers, after-school staff will also be trained. MUSD will begin accessing the school nutrition environment utilizing the School Health Index.

The MUSD Nutrition Network creates and distributes a monthly newsletter called "Food for Thought" to all teachers and district staff to generate interest in the area of nutrition education and offer ideas for incorporating nutrition-related concepts into the classroom.

**MONTEBELLO UNIFIED SCHOOL DISTRICT—NUTRITION SERVICES***LIA—School/District Channel*

<b>Piper Mattson, MS, RD</b>	<b>Local Share:</b>	<b>\$266,732</b>
1612 Mines Avenue	<b>State Share:</b>	<b>\$133,366</b>
Montebello, CA 90640	<b>Year First Funded:</b>	<b>FFY 1997</b>
Phone: (323) 887-7967		
Fax: (323) 722-5371		
Email: mattson_piper@montebello.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Asian (2%); Latino (91%); Caucasian (5%); African American, Filipino, others (2%)
- Language: Spanish, English, Armenian, Japanese

Settings

School

Partners

28 partners from: Schools; Project LEAN; College/University; University of California Cooperative Extension; SHAPE partners

Description

There are four primary areas of emphasis that follow the social-ecological model: classroom instruction, Nutrition Services sponsored events involving collaboration with school site cafeterias, campus-wide nutrition advocacy by students, and public service announcements produced by high school graphic arts students learning animation.

As a public school district, their main target population involves students. They have 28 schools, K-12. Because the nutrition environment so impacts children's eating habits, they also target parents, teachers, administrators and other school staff who affect the nutrition environment of campuses.

**PASADENA CHURCH OF GOD***Faith Community Outreach Special Project*

<b>Glovioell Rowland</b>	<b>Grant Amount:</b>	<b>\$50,000</b>
Assistant Pastor	<b>Year First Funded:</b>	<b>FFY 1999</b>
404 E. Washington Blvd.		
Pasadena, CA 91104		
Phone: (626) 794-2951		
Fax: (626) 794-4125		
Email: pastorglovioell@aol.com		

Target Audience

- Ages: All Ages
- Ethnicities: African American (100%)
- Language: English

Settings

Faith Organization

Partners

6 partners from: Local Health Department; Parks and Recreation; Project LEAN; College/University; Ministerial associations; Retail store

Description

The Pasadena Church of God's Body & Soul Program is a premier, multifaceted program which engineers nutritional changes within church systems. Pastoral support and inspiration provides validation of nutrition messages as they are disseminated throughout the entire church structure. Body & Soul teaches ministers, church auxiliary leaders and educators the fundamentals of nutrition and its agreement with the principles of the Holy Bible. Policy changes occur at every level—from instituting policies that the Hospitality Committee include 5 a Day components in every church sponsored meal to developing bible study curriculum which focuses on nutrition.

Body & Soul has a strong community outreach component. The Project Director interfaces with the Pasadena Public Health Department's Food Policy Council to greater effect Food Security in the low-income African American community—the group is preparing an initiative for presentation to the Pasadena City Council. As Co-Chair of the Los Angeles Project Lean Coalition, Dr. Rowland is working with the team on Soda Initiatives for Unified School Districts.

Ministerial Alliances are presented with the American Cancer Society's Body & Soul program in which Project Director is a National Trainer. Retail store tours directed toward food stamp eligible participants will occur. On a large media scale, Dr. Rowland is writing a Religious column in the local African American Weekly Newspaper titled, "Ask Pastor Glovioell." This is a Question & Answer column focused on nutrition and physical activity as it relates to the Holy Bible.

**PASADENA, CITY OF***Healthy Cities and Communities Special Project***Marc Saenz**

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Pasadena, CA 91103

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Email: msaenz@ci.pasadena.ca.us

**Grant Amount:**

**\$25,000**

**Year First Funded:**

**FFY 2000**

Target Audience

- Ages: All Ages
- Ethnicities: Asian (8%); African American (18.7%); Latino (27%); Native American (0.1%); Caucasian (45%); Other (1.9%)
- Language: Spanish, Armenian, English

Settings

Community Center; School; Grocery Store; Farmers' Market; Faith Organization

Partners

Schools; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Local Department of Social Services; Community-Based Organizations

Description

This California Healthy City and Communities (CHCC) grantee was first funded in January 2000 and three year funding cycle ended January 2003. The following information reflects the final status on third year interventions in nutrition education, physical activity promotion, and food access policy for low-income residents of Northwest Pasadena and Southwest Altadena. Results are as follows:

Nine community members participated in a 10-week pilot session of the Pasadena Healthy Living Leaders (PHLL) program, utilizing a train-the-trainer model. The PHLLs participated in nutrition education and physical activity promotion activity workshops to gain competence to prepare them to conduct subsequent programs with local residents in identified low-income neighborhoods. During the 2002-2003-program year, the PHLL program conducted three 10-week courses (one in Spanish) for 27 participants, including 5 senior citizens and 13 Latina mothers. The results indicated that knowledge in the areas of nutrition and physical activity increased by an average of 8 percent.

In November 2002, the Gift of Health Program was piloted among 16 employees in the Pasadena Public Health Department. Participants were asked to be physically active for a minimum of 30 minutes at least three times a week for six weeks. The Gift of Health Program combined exercise and weight tracking logs, motivational and informative weekly e-mails, sharing of information among participants, and incentives (e.g., cookbooks), to promote healthy behaviors. In January 2003, the program was opened to all city employees through two six-week sessions. Approximately 165 employees, including the City Manager, registered for this program. Eighty-eight (53 percent) of the 165 participants were residents of the project's target audience neighborhoods of Pasadena and Altadena. Currently, the local staff is collecting quantitative and qualitative data to analyze short-term outcomes, and completion rates and resident percentages of the pilot group. To explore longer-term outcomes, local staff anticipate conducting a follow-up e-

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mail survey in three to six months to all participants to gauge how many continue to engage in a regular physical activity program.

The Pasadena Food Policy Council's (PFPC) legislative subcommittee met a total of 10 times. A food policy paper is in its draft stages, and has four main focus areas: increasing food security; increasing use and coordination of public food programs; expanding nutrition programs for children and youth; and reducing childhood obesity. The policy paper includes policy recommendations to be presented to the City Council on April 21, 2003. Although originally slated for presentation to the City Council in January 2003, the date has been changed due to a longer-than-anticipated timeframe necessary for the PFPC to reach consensus and finalize the policy paper.

Although CHCC funding has ended for this project, the City of Pasadena continues community nutrition outreach through its participation as a *Network* Local Incentive Awardee.

**PASADENA, CITY OF***LIA—City-Government Channel*

**Joy Guihama, MPH, CHES**  
 1845 North Fair Oaks Avenue  
 Pasadena, CA 91103

Phone: (626) 744-6050

Fax: (626) 744-6114

Email: [jguihama@ci.pasadena.ca.us](mailto:jguihama@ci.pasadena.ca.us)

**Local Share: \$163,138**

**State Share: \$81,569**

**Year First Funded: FFY 2000**

Target Audience

- Ages: All Ages
- Ethnicities: Asian (8%); African American (18.7%); Latino (27%); Native American (0.1%); Caucasian (45%); Other (1.9%)
- Language: Spanish, Armenian, English

Settings

Community Center; School; Grocery Store; Farmers' Market; Faith Organization

Partners

Schools; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Local Department of Social Services; Community-Based Organizations

Description

The Nutrition and Physical Activity Project of the Pasadena Public Health Department and the Pasadena Food Policy Council will continue their innovative work of nutrition education, physical activity promotion and food stamp promotion through a variety of community-based channels.

A major objective of this year will be to start a new community garden in northwest Pasadena to assist low income families with their nutritional needs. Along with establishing this garden will come a variety of educational components on the nutritional value of certain types of produce and the importance of eating 5 a Day for the whole family. This will be multi-level collaborative effort, bringing together several local agencies and organizations.

Another objective this year will be utilizing community members who have participated in the Pasadena Healthy Living Leaders program, a 10-week healthy lifestyle workshop series, to lead or facilitate various community-wide nutrition education or physical activity promotion events in their own communities.

Additionally, they will attempt to reach 10,000 low-income families throughout Pasadena Unified School District to increase their knowledge of food stamp eligibility and thus, increase participation in the food stamp program by 10 percent. This large collaborative effort will involve several partners citywide.



## **POMONA INLAND VALLEY COUNCIL OF CHURCHES (PIVCC): FOOD SECURITY OUTREACH INITIATIVE**

### *Food Security Special Project*

**Harry Brown-Hiegel**

Farmers Market Program Manager  
1906 West 22nd Street  
Los Angeles, CA 90018-1644

Phone: (310) 258-4026

Fax: (310) 649-1024

Email: hiegel@attbi.com

**Grant Amount:**

**\$39,000**

**Year First Funded:**

**FFY 2000**

### Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Caucasian
- Language: Spanish, Vietnamese, Korean, English

### Settings

Farmers' Market; Emergency food program

### Partners

School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Local Churches; City Administrative Staff

### Description

This faith-based, ecumenical food security project provides nutrition education and food security interventions and advocacy at two sites serving low-income individuals and families: the Beta Hunger Center and the Pomona Valley Farmers' Market.

The Beta Hunger Center provides emergency food assistance to qualified clients in a wide area in the eastern part of Los Angeles County and San Bernardino County. In 2002, well over 22,000 individuals and families were served. The Farmers' Market currently involves 25 family farmers at its year-round market every Saturday at a well-located church parking lot in Pomona.

In addition to their ongoing basic services, both aspects of the project provide significant Food Stamp promotion as a way of assisting people to be less dependent on emergency food and better able to purchase healthy food in the community, including fresh fruits and vegetables. The project utilizes a software program developed by the Los Angeles Regional Food Bank to ascertain the likelihood of applicants qualifying for Food Stamps and directly assist clients completing Food Stamp applications.

Each Saturday, the Farmers' Market also provides nutrition education and *Network* and *5 a Day* materials to customers through its Nutrition Camp set up at a central location. One Saturday a month the "Ask A Dietitian" program of the Los Angeles County Health Department provides nutrition education services, and two Saturdays a month, nutrition class students from CSU, Pomona, under faculty supervision, conduct food preparation and nutrition classes, and administer food pyramid-oriented class evaluations.

**REDONDO BEACH UNIFIED SCHOOL DISTRICT***LIA—School/District Channel***Kristin Biddle**1401 Inglewood Ave.  
Redondo Beach, CA 90278

Phone: (562) 493-2008

Fax: (562) 493-2008

Email: kristinbiddle@cs.com

**Local Share:****\$266,694****State Share:****\$133,347****Year First Funded:****FFY 2000****Target Audience**

- Ages: PreKindergarten
- Ethnicities: Asian (17%); African American (13%); Latino (45%); Caucasian (25%)
- Language: Spanish

**Settings**

School

**Partners**

5 partners from: Schools; School Food Service; Project LEAN; Beach Cities Health District; SHAPE California

**Description**

This school district located in Los Angeles County is targeting four low resource schools to promote healthy eating, with special attention given to increasing fruit and vegetable consumption. Nutrition education activities and physical education promotions take place at four Child Development Centers. Students participate in nutrition education activities and physical education promotions to teach them about the benefits of eating fruits and vegetables to their overall health. The Nutritionist, Nutrition Storyteller/Musician, Child Development Center Teachers, Aides, Nutrition Education Activities Assistant and Nutrition Coordinators conduct various nutrition activities, including "Harvest of the Month" newsletters, nutrition education activities, and weekly recipe taste testings that are prepared by the students. Parents will receive nutrition information through a series of open houses at the Child Development Centers. This project enhances the teaching of nutrition and helps students make healthier food choices.

**ROSEMEAD SCHOOL DISTRICT***LIA—School/District Channel*

<b>Diane Ezzo</b>	<b>Local Share:</b>	<b>\$101,636</b>
Food Service Director	<b>State Share:</b>	<b>\$50,818</b>
3907 Rosemead Blvd., Suite 240	<b>Year First Funded:</b>	<b>FFY 2001</b>
Rosemead, CA 91770		
Phone: (626) 312-2900 x255		
Fax: (626) 312-2921		
Email: dezzo@rosemead.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-8
- Ethnicities: Asian (55%); Latino (45%); Caucasian (5%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, English

Settings

School

Partners

Schools; School Food Service; Project LEAN; Cancer Society &amp; 5 a Day

Description

Rosemead School District is continuing to utilize salad bars at all sites emphasizing the importance and nutritional qualities of eating fresh fruits and vegetables.

They promote *5 a Day* at “Back to School” and “Open House” nights. They accomplish this by providing fresh fruit and vegetable samples along with the *5 a Day* literature, breakfast promotional literature, and dietary guidelines. They have an attractive display at a central or entrance point at the school where we can reach the optimum number of people coming on campus.

Rosemead School District sponsors a nutrition theme art contest in the fall and an essay contest in the spring with the “Importance of Eating Breakfast” as the theme.

Each year they participate in the Migrant Education Department’s “Peace Fair” where they promote *5 a Day* with fresh fruit and vegetable samples and the *5 a Day* literature. They also provide nutrition lessons in English, Spanish, and Cantonese at the Migrant Education Saturday School.

They are establishing a “Nutrition Resource Corner” in each of the school libraries with a variety of nutrition books and learning aids.

The “Rosemead Reporter,” the local newspaper, periodically publishes articles on what they are doing to promote nutrition with our *California Nutrition Network* funds.

**SANTA CLARITA VALLEY SCHOOL FOOD SERVICES AGENCY***LIA—School/District Channel*

**Tracy Fiscella, MS, RD**  
 25210 Anza Drive  
 Santa Clarita, CA 91355  
 Phone: (661) 295-1574 x117  
 Fax: (661) 295-0981  
 Email: tfiscella@scvsfsa.org

**Local Share: \$147,118**  
**State Share: \$73,559**  
**Year First Funded: FFY 2000**

Target Audience

- Ages: PreKindergarten; Grades 1-6; Young Adults; Adults
- Ethnicities: Asian (1%); African American (3%); Latino (47%); Native American; Pacific Islander (1%); Caucasian (48%)
- Language: Spanish, English

Settings

School

Partners

12 partners from: Schools; School Food Service; Project LEAN; University of California Cooperative Extension; Newhall Family Resource Ctr.; SHAPE; Dairy Council; ACS; KidShape

Description

The goal of this third year project is to strengthen nutrition education efforts from the cafeteria to the classroom to the home among schools in Santa Clarita with >50 percent of students on free/reduced meals. SCVSFSA will partner with schools and organizations such as Project LEAN, 5 a Day, Dairy Council of California, KidShape and the Newhall Family Resource Center to provide nutrition and physical activity education to school administrators, teachers, students and their parents. Their primary objective is to increase participation in our school meal programs, while integrating nutrition education into the curriculum.

Over 120 teachers will participate in the Harvest of the Month program, which connects literacy with increased consumption of fruits and vegetables. These teachers will also receive training to integrate nutrition into their core curriculum with an emphasis on language arts. Strategies include providing training and resources for classroom cooking, promoting school gardens, and Central Kitchen tours/activities. Schools will also receive resources and curriculum for promoting consumption of fruits and vegetables. The establishment of a Nutrition Advisory Council at 1-2 sites will link students to decisions regarding nutritious breakfast and lunch choices at school.

**SECOND AFRICAN METHODIST EPISCOPAL CHURCH***Faith Community Outreach Special Project***Dr. Edna D. Stafford**

5500 South Hoover Street  
Los Angeles, CA 90037

Phone: (323) 751-2096

Fax: (323) 751-4424

Email: eds5500@aol.com

**Grant Amount:**

**\$50,000**

**Year First Funded:**

**FFY 2000**

**Target Audience**

- Ages: Adults
- Ethnicities: African American (100%)
- Language: English

**Settings**

Farmers' Market; Restaurant; Faith Organization

**Partners**

6 partners from: Project LEAN; University of California Cooperative Extension; Community Health Council Reach 2010; Church partners; LA Fitness Gym

**Description**

This church, with a congregation size of 300-400 members, is continuing its health ministry with a focus on nutrition education and physical activity promotion for their congregation, partnering churches, and the surrounding community of low-income residents. The church collaborates with the American Heart Association, African-American Diabetes Association, WIC, the Hubert Humphrey Health Center, Los Angeles Department of Health Services, REACH 2010, LA BIND, and five area churches to provide ongoing nutrition/cooking demonstrations and physical activity promotion. This church subcontracts with a RD from LA BIND for nutrition/cooking classes. They have partnered with LA Fitness Gym to provide free physical activity classes. Church bulletins, flyers, pulpit messages, other organizational newsletters, and food distribution centers also communicate their nutrition/physical activity messages. Special events include field trips to a farmers' market, field trips to neighborhood restaurants to learn about and encourage healthy choices, a Men's Cook-off, Walk-a-Thon and an annual summer health fair. This project is evaluating its impact on fruit and vegetable intake and physical activity habits of program participants with the CPNS survey tools. Program evaluation also includes the number of materials distributed, attendance records, class outlines, meeting minutes, and outreach records.

## **SUSTAINABLE ECONOMIC ENTERPRISES OF LOS ANGELES—HOLLYWOOD FARMERS' MARKET**

### *Food Security Special Project*

<b>Pompea Smith</b>	<b>Grant Amount:</b>	<b>\$41,359</b>
6541 Hollywood Boulevard—Janes House	<b>Year First Funded:</b>	<b>FFY 2000</b>
Hollywood, CA 90028		
Phone: (323) 463-3171		
Fax: (323) 463-1062		
Email: pompea@farmernet.com		

#### Target Audience

- Ages: All Ages
- Ethnicities: Asian (16%); African American (7%); Latino (44%); Caucasian (33%)
- Language: Spanish, English

#### Settings

Community Center; School; Farmers' Market; Faith Organization

#### Partners

Schools; Local Health Department; Parks and Recreation; Project LEAN; University of California Cooperative Extension; Council Office; Local non-profit org.

#### Description

This third year food security project is an outgrowth of the very successful Hollywood Farmers' Market and is aimed at the establishment, operation, and sustainability of small satellite farmers' markets in low-income neighborhoods in Hollywood and South Central Los Angeles.

The overarching goal of the project is to increase food and vegetable consumption and encourage healthier food choices by Los Angeles' low-income residents to promote health and prevent disease. Four high impact objectives support progress towards achieving the goal in the target neighborhoods including the convening of two focus groups to identify site for the project's "Good Cooking" classes and the design and delivery of three sets of six week practical nutrition education classes at the selected locations.

The second goal of the project is to improve low-income food shoppers' access to farmers' markets and locally grown, budget-friendly fresh produce. Towards that end, the project will continue to operate the first Farm-to-Table farmers' markets and a third farmers' market will be developed at a Central Avenue location.

A resource development plan will be initiated for new farmers' markets including the establishment of a market budget, the development and implementation of a customer survey, assessment of the feasibility of new operations at new sites, and meetings with local community organizations to help plan new farmers' markets, and expediting the permit and funding process.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, LOS ANGELES COUNTY***5 a Day–Power Play! Campaign***Marvin Espinoza**

UC Cooperative Extension, Los Angeles County  
 2 Coral Circle  
 Monterey Park, CA 91755

Phone: (323) 838-4542

Fax: (323) 838-7449

Email: [maespinoza@ucdavis.edu](mailto:maespinoza@ucdavis.edu)

**Grant Amount:**

**\$250,000**

**Year First Funded:**

**FFY 1999**

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Los Angeles County acts as the Los Angeles Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 336,000 impressions with the region's 168,400 low-income 9- to 11-year-old children. The Los Angeles Region includes Los Angeles County only.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, LOS ANGELES COUNTY***LIA—University of California Cooperative Extension Channel*

<b>Rachel Surls</b>	<b>Local Share:</b>	<b>\$200,000</b>
UCCE	<b>State Share:</b>	<b>\$100,000</b>
2 Coral Circle	<b>Year First Funded:</b>	<b>FFY 2000</b>
Building B, 2nd Floor		
Monterey Park, CA 91755		
Phone: (323) 838-8325		
Fax: (323) 838-7449		
Email: ramabie@ucdavis.edu		

Target Audience

- Ages: Adults; Seniors
- Ethnicities: African American (25%); Latino (60%); Pacific Islander (5%); Caucasian (10%)
- Language: Spanish, English

Settings

Community Center; School; Grocery Store; Farmers' Market; Faith Organization; Community Gardens

Partners

50 partners from: Schools; College/University; University of California Cooperative Extension; Head Start, community agencies; Community gardens

Description

The University of California Cooperative Extension (UCCE), in conjunction with the *California Nutrition Network*, offers three nutrition education programs for low-income families and seniors in Los Angeles County from October, 2002-September, 2004.

The first program is "Fresh from the Garden," an effort to help home and community gardeners make best use of the produce from their gardens. They provide in-garden cooking lessons to help gardeners try new vegetable preparation techniques.

Another program offers a six-week nutrition education class for families in low-income communities. Along with nutrition education, they include one-time fitness demonstrations.

The third project, Senior Nutrition Initiative, provides nutrition education workshops for senior citizens at public housing sites. Seniors participate in hands-on recipe demonstrations and one-time fitness demonstrations.



## UNIVERSITY OF CALIFORNIA, LOS ANGELES, CHARLES R. DREW UNIVERSITY OF MEDICINE AND SCIENCE

*LIA—College/University Channel*

**Susan Bowerman**, MS, RD  
 UCLA Center for Human Nutrition  
 900 Veteran Avenue  
 Room 2-217  
 Los Angeles, CA 92295  
 Phone: (310) 206-3912  
 Fax: (310) 206-5264  
 Email: sbowerman@mednet.ucla.edu

**Local Share:** \$426,104  
**State Share:** \$213,052  
**Year First Funded:** FFY 2002

### Target Audience

- Ages: Young Adults; Adults
- Ethnicities: African American (60%); Latino (40%)
- Language: Spanish, English

### Settings

Clinic; University

### Partners

2 partners from: Local Health Department; College/University

### Description

The University of California at Los Angeles (UCLA) Center for Human Nutrition is expanding its program to promote healthy weight and healthy lifestyles through a collaboration with the Los Angeles County Health Department and Drew University. UCLA is one of eight nationally recognized centers in obesity research (Centers for Obesity Research and Education, C.O.R.E.) which provides training in the management of overweight and obesity to physicians, physician assistants, nurse practitioners, registered dietitians, nurses and other health care providers. Education is done in a small-group, workshop format, and includes training in understanding behavior change, effective patient-provider communication techniques, and dietary therapy, pharmacotherapy and surgical approaches to treatment. The program will expand to Service Planning Area Six (SPA-6) of Los Angeles County to train and establish primary care residents, community physicians, community physician assistants, community nurse practitioners and community registered dietitians as "agents of change" who work at the front lines to educate patients on healthy dietary and lifestyle habits. The educational materials that are in use at UCLA will be adopted and revised to meet the specific needs of the target population, and a referral network for community nutrition resources to address the food security needs of residents in the Service Planning Area will also be developed.

**VAUGHN NEXT CENTURY LEARNING CENTER***LIA—School/District Channel*

<b>Dr. Yvonne Chan</b>	<b>Local Share:</b>	<b>\$88,424</b>
13330 Vaughn Street	<b>State Share:</b>	<b>\$44,212</b>
San Fernando, CA 91340	<b>Year First Funded:</b>	<b>FFY 2000</b>
Phone: (818) 834-1553		
Fax: (818) 834-9036		
Email: ychan@vaughn.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (0.2%); African American (4.2%); Latino (94.6%)
- Language: Spanish, English

Settings

School

Partners

School Food Service; Local Health Department; Project LEAN

Description

The project targets 1,400 students by incorporating nutrition education promotion into the school's daily curriculum and health clinic and by providing parent and family education. Nutrition education includes discussion of the food cycle, food choices, balanced meals, eating habits, cultural awareness, related health problems, obesity, and physical activity promotion. The project works with a task force to design and implement appropriate strategies. Task force members include school district programs, CSU researchers and faculty, food service personnel, and representatives of faculty and parents.

**WEINGART YMCA***Physical Activity and Nutrition Resource Center***Lottie Cleveland**

Project Director  
 9900 S Vermont Avenue  
 Los Angeles, CA 90044-3110  
 Phone: (323) 754-3191 x2025  
 Email: lottiecleveland@ymcala.org

**Grant Amount:****\$150,000****Year First Funded:****FFY 2002**Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: African American; Latino
- Language: Spanish, English

Settings

Community Center; School; Faith Organization; Park and Recreation centers

Partners

3 partners

Description

The goals are to: (1) engage the YMCA and nutrition education and physical activity leaders of this community in designing an Integral Physical Activity Resource Center (PARC) and (2) create a PARC that supports local nutrition education projects. The purpose is to affect behavior change among target audiences and establish learning through the implementation of integrated physical activity and nutrition outreach. Because of the YMCAs' familiarity and current involvement with this population, the YMCA along with collaborating agencies are working together to educate families and communities about healthy eating and increased physical activity through:

- Link physical activity providers and nutrition providers.
- Promote healthy lifestyle through nutrition classes.
- Assistant Coordinator- YMCA Healthy Kids Day/Walk-a-Thon (April 5, 2003).
- YMCA family night healthy snacks demonstrations.

# North Central Coast Region

Monterey, San Benito, and Santa Cruz Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

Janine Nuñez Robinette  
Monterey County Health Department  
Chronic Disease Prevention Branch  
1200 Aguajito Road, #103  
Monterey, CA 93940

Phone: (831) 647-7910  
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Email: [robinettejn@co.monterey.ca.us](mailto:robinettejn@co.monterey.ca.us)

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### 5 a Day-Power Play! Campaign

Roberto Leni  
Community Bridges  
236 Santa Cruz Avenue  
Aptos, CA 95003

Phone: (831) 724-2997  
Fax: (831) 763-4570  
Email: [robertol@cbridges.org](mailto:robertol@cbridges.org)

### Latino 5 a Day Campaign

Leticia Mejia  
Community Bridges  
521 Main Street Suite Y  
Watsonville, CA 95076

Phone: (831) 724-2997 x220  
Fax: (831) 724-2915  
Email: [leticia5@cbridges.com](mailto:leticia5@cbridges.com)

**ALISAL UNION SCHOOL DISTRICT***LIA—School/District Channel*

<b>Suzanne du Verrier</b>	<b>Local Share:</b>	<b>\$846,018</b>
1205 E. Market St.	<b>State Share:</b>	<b>\$423,009</b>
Salinas, CA 93905	<b>Year First Funded:</b>	<b>FFY 1996</b>
Phone: (831) 753-5776		
Fax: (831) 753-5784		
Email: suzanne.duverrier@alisal.org		

Target Audience

- Ages: PreKindergarten; Grades 4, 5; Young Adults; Adults
- Ethnicities: Asian (5%); African American (1%); Latino (80%); Caucasian (14%)
- Language: Spanish, English

Settings

Community Center; School

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; Local Department of Social Services; Food Bank

Description

Alisal Union School District lies in the richly agricultural Salinas Valley. The district serves approximately 8,000 students at eleven elementary schools. The district is comprised of predominantly low-income families. Half of the district's students are migrant. Eighty-eight percent of the students qualify for free or reduced meals.

A 5 a Day Facilitator and three teachers on special assignment are the Nutrition and Physical Activities Educators. They service the fourth- and fifth-grade students district-wide seeing each class 45 minutes a day in one week blocks. Pre-school students are another area of focus. Each pre-school class is seen one day a week for a 30 minute block. Other grades in the district are serviced by the educators through after school and summer programs. Health Clubs are in place on campuses to promote nutrition and physical activity throughout the schools. Pre-school parents, ESL parents and migrant parents are targeted through a program especially designed and taught by one of the educators. This has lead to the beginning of the development of a farm to school program, the piloting of gardens at two schools, and work towards a community garden at one or both of those schools.

Community outreach extends from collaboratives with the Food Bank, AAUW, DSS Food Stamp Outreach Program, American Heart Association, among others, to the 5 a Day logo on district Food Service trucks. Everyone in the city gets the 5 a Day message every school day!

**COMMUNITY BRIDGES***5 a Day–Power Play! Campaign***Roberto Leni**

Community Bridges  
236 Santa Cruz Avenue  
Aptos, CA 95003

Phone: (831) 724-2997

Fax: (831) 763-4570

Email: robertol@cbridges.org

**Grant Amount:**

**\$100,000**

**Year First Funded:**

**FFY 2003**

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

Community Bridges acts as the Central Coast Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 18,000 impressions with the region's 9,200 low-income 9- to 11-year-old children. The Central Coast Region includes Monterey, San Benito, and Santa Cruz counties.

**COMMUNITY BRIDGES***Latino 5 a Day Campaign*

<b>Leticia Mejia</b>	<b>Grant Amount:</b>	<b>\$95,000</b>
Regional <i>Latino 5 a Day</i> Marketing Manager	<b>Year First Funded:</b>	<b>FFY 2003</b>
521 Main Street Suite Y		
Watsonville, CA 95076		
Phone: (831) 724-2997 x220		
Fax: (831) 724-2915		
Email: leticia5@cbridges.com		

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Large Latino oriented festivals; Farmers'/flea markets; Supermarkets and neighborhood grocery stores; Direct health service providers and community based organizations; Television, radio, and print media outlets; Local elected officials and policymakers; Other community events that cater to the Latino community

Partners

17 partners

Description

Community Bridges recently joined the *California Latino 5 a Day Campaign* to serve as the regional lead agency for the Central Coast Region, which includes Monterey, San Benito, and Santa Cruz counties. Community Bridges will lead the regional implementation of the *Campaign's* community-level interventions and oversee the Central Coast 5 a Day Regional Coalition consisting of *Latino 5 a Day* and *5 a Day–Power Play!* Subcommittees.

In 2003, the Central Coast lead agency will seek to reach 125,000 Latino adults with the 5 a Day and physical activity messages by conducting outreach at large festivals, farmers'/flea markets, grocery stores and supermarkets, and other community events that cater to the Latino audience. The lead agency also will distribute the *5 a Day and Physical Activity Toolbox for Community Educators* and the *Latino 5 a Day Outreach Kit* to direct health service providers and community based organizations that are interested in reaching the Latino community with the 5 a Day and physical activity messages. The lead agency will participate in three regional media tours and work to secure partnerships with local media including Spanish-language and Latino-targeted English language television, radio, and print publications. The Central Coast lead agency will work to inform local elected officials and policymakers about the *Campaign's* goals and activities. Lastly, the Central Coast lead agency will participate in the NetCom III training and work with other regional coalitions and collaboratives to facilitate networking and information exchange, as well as develop mutual strategies for improving fruit and vegetable consumption and physical activity in the Central Coast Region.

**MONTEREY COUNTY DEPARTMENT OF PUBLIC HEALTH***LIA—Local Health Department Channel*

<b>Joann Godoy</b>	<b>Local Share:</b>	<b>\$529,341</b>
632 East Alisal Street	<b>State Share:</b>	<b>\$264,670</b>
Salinas, CA 93905	<b>Year First Funded:</b>	<b>FFY 1998</b>
Phone: (831) 757-1819		
Fax: (831) 757-3286		
Email: godoyj@co.monterey.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-6; Adults; Seniors
- Ethnicities: Latino (85%); Caucasian (15%)
- Language: Spanish, English

Settings

School; Farmers' Market

Partners

15 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Public Library

Description

The Monterey County Health Department employs many innovative approaches to nutrition education and collaborates with a broad variety of community-based organizations, including Salinas Adult School, Salinas City Elementary School District, and the Salinas Public Library. These agencies provide nutrition education combined with family literacy, parent education, and early childhood education. Students in local schools “learn by doing” a number of innovative nutrition education activities. The “Family Garden” at the Salinas Adult School provides the backdrop for nutrition education for students as well as their families. At the Salinas City Library, the “Plant a Seed, Read” project housed in the library branch maintains a collection of nutrition curricula, cookbooks, activity materials, and computer software.



## MONTEREY COUNTY HEALTH DEPARTMENT—CHRONIC DISEASE PREVENTION BRANCH

*California Project LEAN Regional Lead Agency*

### **Janine Nuñez Robinette**

Chief, Chronic Disease Prevention Branch  
Monterey County Health Department  
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Monterey, CA 93940

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**Grant Amount:**

**\$103,540**

**Year First Funded:**

**FFY 1999**

### Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino (100%)
- Language: Spanish, English

### Settings

Community Center; Clinic; School; Grocery Store; Faith Organization

### Partners

83 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; AHA; WIC

### Description

The North Central Coast LEAN lead agency coordinates a coalition of partners to address community issues related to nutrition and/or physical activity and facilitates the regional collaborative workgroups.

The region coordinates communication and strengthens relationships with all *Network*-funded Local Incentive Awardees and Special Projects in the region. Regional projects were surveyed for training needs and will be provided with training opportunities based on the assessment. Technical assistance is provided to regional projects.

Regional staff serves as experts for media inquiries and activities occurring in the region, including coordination of activities for State-sponsored media campaigns such as National 5 A Day Week and Spring Into Health.

The region's Community-Based Social Marketing targets low-income, Hispanic mothers with grocery store taste tests, nutrition classes, sample recipes and tip sheets to support behavioral change for incorporating fruits and vegetables into meals. The campaign message is also being distributed on grocery bags and medical appointment reminder cards. The message will also be reinforced via media such as radio spots.

**SAN BENITO HEALTH FOUNDATION***PCFH Healthy Eating and Childhood Overweight Prevention Grant*

<b>Sheila James</b>	<b>Grant Amount:</b>	<b>\$108,445</b>
351 Felice Drive	<b>Year First Funded:</b>	<b>FFY 2002</b>
Hollister, CA 95023		
Phone: (831) 637-4212		
Fax: (831) 637-1339		
Email: sjames@ext.dhs.ca.gov		

Target Audience

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

Settings

Clinic

Partners

4 partners from: Parks and Recreation; Project LEAN; CHDP; WIC

Description

The San Benito Health Foundation's Food and Fitness for Better Health project is a community-based intervention targeting low-income children and their parents or caregivers. The project is designed to increase daily physical activity, increase fruit and vegetable consumption to five servings or more each day, and to facilitate diet and health-related behavior changes that decrease risk for chronic disease and promote good health. Major activities for the project include: (1) developing two nutrition education classes that focus on healthy eating and physical activity. The classes will be given monthly in both English and Spanish and will encourage and support families in choosing foods that promote good health and decrease risk for chronic disease; (2) establishing of a physical activity challenge for families and staff. The focus of the challenge will be to increase the total daily time spent engaged in physical activities. The family-centered activity will feature a walking club; and (3) implementing a turn-off-TV campaign to encourage families to reduce the amount of time they spend engaged in sedentary activities. This campaign will complement the physical activity challenge by encouraging parents to set time limits for TV use.

**SANTA CRUZ CITY SCHOOLS—BRANCIFORTE ELEMENTARY***LIA—School/District Channel*

<b>Barbara Novelli</b>	<b>Local Share:</b>	<b>\$107,544</b>
840 N. Branciforte Avenue	<b>State Share:</b>	<b>\$53,772</b>
Santa Cruz, CA 95062-1028	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (831) 429-3898		
Fax: (831) 429-3912		
Email: barbara@baymoon.com		

Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (2.7%); African American (2.4%); Latino (54%); Native American (0.7%); Pacific Islander (0.5%); Caucasian (39.3%)
- Language: Spanish, Tagalog, Mandarin, English

Settings

School; Farmers' Market; Local farms

Partners

School Food Service; Local Health Department; Life Lab Science Program; Community Alliance with Family Farmers

Description

Branciforte Elementary School is implementing a nutrition education program featuring the school garden, farmers markets, community grocery stores, local farms and farmers. The goal of this program is to encourage all students to eat at least 5 fresh fruits and vegetables per day and be physically active.

Starting in January the school will be highlighting a fruit and vegetable of the month on a bulletin board in the school cafeteria as well as incorporating these fruits and vegetables into cooking classes and conducting taste-tastings. Produce for these activities will be grown in the Life Lab garden, as well as purchased from local farmers. These farmers will be invited into classrooms to teach about sustainable farming and to promote eating fresh, locally grown produce. Some classes will visit local farms to experience first hand how food is grown on a larger scale. All classes will be able to enjoy fresh produce from the Life Lab garden.

The monthly nutrition newsletter will help keep families updated about these new activities. The newsletter will also contain recipes for healthy snacks and ideas about how to include more fresh, locally grown produce in meals at home. Nutrition activities are designed and implemented by a site-based Student Nutrition Advisory Council (SNAC) made up of teachers, administrators and Healthy Start staff.

**SANTA CRUZ COUNTY HEALTH DEPARTMENT***LIA—Local Health Department Channel*

<b>Norene Bailey</b>	<b>Local Share:</b>	<b>\$633,152</b>
P.O. Box 962	<b>State Share:</b>	<b>\$316,576</b>
Santa Cruz, CA 95061	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (831) 454-4474		
Fax: (831) 763-8824		
Email: norene.bailey@health.co.santa-cruz.ca.us		

Target Audience

- Ages: All Ages
- Ethnicities: African American (0.4%); Latino (92%); Native American (0.8%); Pacific Islander (0.6%); Caucasian (6%)
- Language: Spanish, English

Settings

School

Partners

15 partners from: Schools; School Food Service; Local Health Department; Project LEAN; Local Department of Social Services; Migrant Head Start; Head Start; Community Alliance of Family Farmers; WIC

Description

A new collaboration has formed between the Children's Health and Disability Prevention (CHDP) Program of the Santa Cruz County Health Services Agency, Pajaro Valley Unified School District, and the Community Alliance with Family Farmers (CAFF) to build a comprehensive nutrition education program within three pilot schools of Pajaro Valley Unified School District and related community wide outreach, education, and policy developments regarding improved access and increased consumption of fresh fruits and vegetables from local farms and gardens.

The new social marketing campaign includes nutrition education activities in school gardens, kitchens, classrooms, cafeterias, and local farms. They will strive to link each of these activities to one another, such as having the farms that are visited also supply the culinary classes and the cafeteria with fresh produce; then have the kitchen scraps used in vermi-composting fifth-grade science lesson, before returning to the school garden as fertilizer for the radishes that end up back in the cafeteria.

They are focusing these activities in the fourth and fifth grades at the three designated pilot schools. Each of these activities will rely on existing curriculum that links to the state standards. By focusing on the fourth and fifth graders, the project will also be able to utilize the resources available through the *5 a Day Campaign*.

The program includes the ongoing developments of the Children's Food & Fitness Coalition and further outreach to local policy makers in setting nutrition goals, objectives, and strategies for the County.

# North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

Joyce M. Houston  
Humboldt County Health and Human Services Dept.  
Public Health Branch  
529 I Street  
Eureka, CA 95501

Phone: (707) 268-2160  
Fax: (707) 445-6097  
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### 5 a Day-Power Play! Campaign

Chris Bekins  
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**DEL NORTE UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Helga Burns</b>	<b>Local Share:</b>	<b>\$239,084</b>
1301 El Dorado Street	<b>State Share:</b>	<b>\$114,927</b>
Crescent City, CA 95531	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (707) 464-0273		
Fax: (707) 465-6973		
Email: hburns@delnorte.k12.ca.us		

Target Audience

- Ages: All Ages
- Ethnicities: Asian (18%); African American (3%); Latino (15%); Native American (20%); Caucasian (44%)
- Language: Spanish

Settings

School; Farmers' Market

Partners

10 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN

Description

The *Nutrition Network* funds the Del Norte Unified School District program that reaches throughout the K-12 schools and into the community. Teams of student advocates man booths with nutrition education materials at community-wide events such as the County Health Fair. The Farmers' Market is also a site for nutrition education activities. The Pumpkin Festival highlights the end to market season. The Del Norte County Fair is another place where the project reaches the community with nutrition education. Nutrition lessons were provided to community members through the Community Assistance Network. During the school year, student advocates go to After School Programs, elementary classrooms, Head Start programs and Special Education classrooms at the High School with prepared nutrition and physical activity lessons. Policy enforcement was achieved insuring that all school sites have at least 50 percent nutritious snacks in the vending machines. One hundred percent nutritious vending items will be achieved by January, 2003. Students share low fat recipes with peers and collaborate on a student cookbook which students are encouraged to share with their families. Students worked with the Tobacco Use Prevention Program (TUPP) to encourage the replacement of tobacco advertisement with nutrition information. Communications to parents and community members via parent newsletters have been established at several elementary schools and the junior high. Students actively plan and participate in the Del Norte High School Health Fair reaching 1350 students with a nutritional health message. K-3 teachers are trained in SPARK and an elementary teacher is certified as a SPARK trainer. A Parent Nutrition Advisory Committee was established and met monthly to discuss nutrition policies and issues within the school district. This committee has been instrumental in advising the Food Services department in concerns regarding changes to food served in the breakfast and lunch programs. Training of Pre-School and K-3 teachers resulting in 700 children receiving an active nutrition education.

**FOOD FOR PEOPLE, INC.***Food Security Special Project*

<b>Michelle Wyler</b>	<b>Grant Amount:</b>	<b>\$25,648</b>
307 West 14th Street	<b>Year First Funded:</b>	<b>FFY 2002</b>
Eureka, CA 95501		
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Email: mrwyler@yahoo.com		

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (4%); African American (2%); Latino (8%); Native American (12%); Caucasian (74%)
- Language: Spanish, English

Settings

School; Area farmers

Partners

8 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Food Bank; Farmers

Description

This first year food security project is aimed at improving access to locally produced fruits and vegetables along with appropriate nutrition education, to low-resource public schools in Humboldt County, and increasing collaborative partnerships to expand nutrition and physical activity opportunities to low-income families in the county.

During the first half of the year, the project will survey and assess at least 70 percent of the 34 low-resource schools in the county to determine their interest, resources, and capability to participate in establishing and expanding local farm-to-school activities. During similar timeframe, the project will also survey at least 50 local farmers to determine their production capabilities and the availability of crops for a farm-to-school program.

Based on the survey data, the project will identify a wide variety of public and private sector community resources that are available to help facilitate and maintain farm-to-school connections, and midway through the project year, sponsor a community-based educational forum for at least 50 participants including parents, teachers, school administration, and farmers about the farm-to-school potential in Humboldt County.

By the end of the project year, largely based on the outcomes of the forum, the project will identify the next steps for the local Food Policy Coalition to take including what resources are needed to fully implement a farm-to-school project and what collaborations and funding are necessary.

## HUMBOLDT COUNTY HEALTH AND HUMAN SERVICES DEPARTMENT, PUBLIC HEALTH BRANCH

*California Project LEAN Regional Lead Agency*

<b>Joyce M. Houston, RD</b>	<b>Local Share:</b>	<b>\$140,283</b>
Director	<b>State Share:</b>	<b>\$70,142</b>
529 I Street	<b>Grant Amount:</b>	<b>\$111,800</b>
Eureka, CA 95501	<b>Year First Funded:</b>	<b>FFY 1997</b>
Phone: (707) 268-2160		
Fax: (707) 445-6097		
Email: jhouston@co.humboldt.ca.us		

### Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino (10%); Caucasian
- Language: Spanish, English

### Settings

Community Center; Clinic; School; Grocery Store

### Partners

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; ACS; AHA; WIC; Farm to School Group

### Description

The Northcoast LEAN lead agency convenes a coalition of partners to address community issues related to nutrition and/or physical activity. The Northcoast LEAN Coalition meets twice yearly and regional staff have coordinated and facilitated the start-up of the regional collaborative and its workgroups.

Regional staff provides expertise for media inquiries and activities occurring in the region. The Regional Coordinator writes a weekly newspaper column and films a TV spot, aired weekly, with a healthy food message and a recipe demonstration. The agency staff also coordinate activities in the region for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project to increase consumption of vegetables at the dinner meal for low-income families in Humboldt and Del Norte counties will continue with the addition of a new video and supporting educational materials. The "Make Dinner a Winner-Add a Vegetable" campaign resulted in a self-reported increase of vegetables consumption among 43 percent of the target population surveyed. The region is working closely with The American Cancer Society to adopt a nutrition policy in all statewide and national "Relay for Life" events.

Three workshops and follow-up trainings will be organized, conducted and evaluated for childcare providers, parents, and mental health professionals on nutrition and family feeding dynamics. Grocery store tours and 5 a Day classes will be developed and conducted for clients in the Fortuna and Crescent City WIC clinics.

To ensure the success of new educational materials, focus groups and interviews will be conducted to provide input into the development of supporting educational materials for the Lightning Meals, Vegetables Incorporated video. Television and radio commercial spots developed in 2001-02 will be placed on at least 2 stations with regional airplay.



**HUMBOLDT COUNTY OFFICE OF EDUCATION***LIA—County Office of Education Channel***Julie Booth, EdD**

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Eureka, CA 95501

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**Local Share:****\$283,306****State Share:****\$141,653****Year First Funded:****FFY 2002****Target Audience**

- Ages: PreKindergarten; Grades 1-7; Young Adults; Adults
- Ethnicities: Asian (2%); African American (2%); Latino (9%); Native American (6%); Caucasian (81%)
- Language: Spanish, English

**Settings**

Community Center; School

**Partners**

5 partners from: School Food Service; Project LEAN

**Description**

Acting as the lead agency, the Humboldt County Office of Education coordinates the *Network*-funded programs offered through county-based community schools and special education classes as well as a consortium of school districts. Activities include classroom weekly nutrition education and cooking activities emphasizing the importance of fruits and vegetables, and the development of Student Nutrition Advisory Councils (SNAC). Additionally, nutrition education, cooking classes, and food-stamp promotion are offered to parents and other adults through a school-based Family Resource Center, Adult Education School, and Family Literacy program. Professional development and networking opportunities for staff include training on the foundations of nutrition and classroom cooking and attendance at Project LEAN, *5 a Day–Power Play!* Coalition, and other *Network*-sponsored meetings.

**LAKE COUNTY TRIBAL HEALTH CONSORTIUM, INC.***LIA—Indian Tribal Organization Channel*

<b>Christine Hansom</b> 925 Bevins Court Lakeport, CA 95453 Phone: (707) 263-8382 Fax: (707) 263-0329 Email: <a href="mailto:chansom@ca.ihs.gov">chansom@ca.ihs.gov</a>	<b>Local Share:</b> <b>State Share:</b> <b>Year First Funded:</b>	<b>\$144,276</b> <b>\$72,138</b> <b>FFY 2002</b>
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**Target Audience**

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: Native American (100%)
- Language: English

**Settings**

Community Center; Clinic; Farmers' Market; Tribal Communities

**Partners**

17 partners from: Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Tribal Governments

**Description**

Project plans include working with the local schools to create a healthier choice of mid-morning snacks. They are working with Native American leaders in the six communities of Lake County. Emphasis is on Native American education groups to improve the nutrition of school-age children and their families.

Promotion efforts of the 5 a Day program, healthy food choices of the commodity food program and access to fruits and vegetables are priorities. They are speaking at Tribal Council Meetings and with small groups to assess the needs in the community and to develop a survey tool to be used on an individual and family basis. This program is to be community-oriented to address real needs and solutions by the community.

**MANILA COMMUNITY SERVICES DISTRICT***LIA—City-Government Channel*

<b>Bev Prosser</b>	<b>Local Share:</b>	<b>\$57,628</b>
1859 Park Street	<b>State Share:</b>	<b>\$28,814</b>
Arcata, CA 95521	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (707) 445-3309		
Fax: (707) 445-0979		

Target Audience

- Ages: Grades 1-6; Young Adults; Adults; Seniors
- Ethnicities: Native American; Caucasian
- Language: English

Settings

Community Center

Partners

Schools; Local Health Department

Description

Manila Community Services District (MCSD) is a local government agency that serves residents of the Samoa Peninsula provides culturally appropriate nutrition education through the Building Healthy Peninsula communities, a nutrition education project for youth, teens, and seniors of the Samoa Peninsula. The target population is low-income families.

The overall goal of the project is to increase awareness of the need to eat 5 servings of fruits and vegetables per day and to obtain 60 minutes of physical activity every day for youth, 30 minutes a day for adults. In addition to emphasizing the 5 a Day message, nutrition education lessons include food basics, phytochemicals and vitamins, food tasting, wild edibles (gathering), meal planning, shopping, safe food handling, gardening for optimal nutrition, beverage choices, the importance of breakfast, and cultural foods. Community nutrition education activities include the development of a community calendar featuring children's art and healthy recipes a community cookbook.

The nutrition education materials are presented during MCSD programs and activities as well as at community events, workshops, and health fairs. Through after-school and summer recreation programs, MCSD reaches elementary aged youth. MCSD also provides nutrition education for teens in the community at the teen club and parents of young children in the Literacy and Nutrition Project.

**MENDOCINO COUNTY PUBLIC HEALTH DEPARTMENT—WIC PROGRAM***LIA—Local Health Department Channel*

<b>Jennifer Barrett</b>	<b>Local Share:</b>	<b>\$172,989</b>
1726 D South Main Street	<b>State Share:</b>	<b>\$85,700</b>
Willits, CA 95490	<b>Year First Funded:</b>	<b>FFY 2001</b>
Phone: (707) 459-7876		
Fax: (707) 459-7864		
Email: willitshealthed@pacific.net		

Target Audience

- Ethnicities: Latino; Caucasian (75%)
- Language: English

Settings

School; Public places in county

Partners

Schools

Description

The Mendocino County Department of Public Health LIA has four main goals this year. The first goal is continuing nutrition classes with low-income families in both Spanish and English. They will target four groups and facilitate a six-week series for each group. Topics to be addressed are reading food labels, the importance of 5 a Day, how to use the food pyramid, cooking with your kids, fast food and fat, the need for children to eat well and exercise, and a recipe swap with a food demonstration.

The second goal is to empower youth by training teens to teach three lessons on healthy nutrition and exercise to the younger grades. They have seen how positively younger kids respond to messages from high school students. It is their hope that they will take the message home and begin to eat a healthier menu and exercise more.

The third goal is to begin a media campaign that will feature local people on a poster promoting healthy eating and physical activity. The target will be subcultures like the local high schools, public health, Nuestra Casa, Young Parent Program, Early Head Start, WIC, local elementary schools, and two hospitals.

The last goal is to do a survey at Willits High to see what the students buy at the snack shack during high school sporting events and what they would like to see sold as a healthy alternative. They plan to approach the booster club in adding one healthy option to their snack shack.

**ROSELAND SCHOOL DISTRICT***LIA—School/District Channel***Vince Harper**

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**Local Share:****\$51,820****State Share:****\$25,910****Year First Funded:****FFY 2002**Target Audience

- Ages: PreKindergarten; Grades 1-8; Adults; Seniors
- Ethnicities: Asian (4%); African American (4%); Latino (70%); Native American (3%); Pacific Islander (1%); Caucasian (16%); Multiple Races (2%)
- Language: Spanish, Hmong, Tagalog, English

Settings

Clinic; School

Partners

10 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Non-profit, Health Associations; Local Government

Description

Staff members will be receiving nutrition training in the following curricula: Nutrition to Grow on, Eating Right is Basic (ERIB), *5 a Day—Power Play!*, and Reading up the Food Guide Pyramid. In addition, education and training for staff include sending two staff members to an after-school conference (Returning to the Whole Child, After-School Programs Designed with Families in Mind) in February and sending two to three staff members to the School Garden & Farm-to-School Symposium in March, which is put on by the Occidental Arts and Ecology Center.

The staff plans to put on a May Day Garden Festival in order to celebrate the transformation of the garden area from weeds to sprouting seeds. Food demonstrations along with student display boards will help the community see the connection between what we grow and what we can eat.

**SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES***5 a Day–Power Play! Campaign***Chris Bekins**

Sonoma County Department of Health Services  
 3273 Airway Dr., Suite C  
 Santa Rosa, CA 95403

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Email: cbekins@sonoma-county.org

**Grant Amount:**

**\$100,000**

**Year First Funded:**

**FFY 2002**

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community Youth Organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The Sonoma County Department of Health Services acts as the North Coast Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 15,000 impressions with the region's 7,650 low-income 9- to 11-year-old children. The North Coast Region includes Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma counties.

**SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES***LIA—Local Health Department Channel*

<b>Carol Kronberg, RD</b>	<b>Local Share:</b>	<b>\$154,814</b>
3273 Airway Drive, Suite F	<b>State Share:</b>	<b>\$77,407</b>
Santa Rosa, CA 95403	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (707) 565-6595		
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Email: ckronber@sonoma-county.org		

Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (3%); African American (2%); Latino (70%); Native American (1%); Caucasian (25%)
- Language: Spanish, Hmong, English

Settings

Clinic; School

Description

The Sonoma County Department of Health Services LIA contract is a partnership between the County WIC office and two local elementary schools. The WIC Department of Sonoma County is enhancing their nutrition education services for eligible low-income families by engaging in new activities above and beyond the nutrition education provided as part of WIC services. The FitWIC curriculum is being adapted for use by other Sonoma County Department of Health units to promote the 5 a Day message to low-income children at risk for obesity as well as their parents. The National Association for Sport and Physical Education (NASPE) "Learning to Listen, Learning to Teach" methodology will be incorporated in the adapted WIC curriculum. Sonoma County will then train staff on the adapted FitWIC nutrition education curriculum. In an additional effort to enhance nutrition education services, the WIC office will revise and publish the Graduate Kindergarten guide focusing on promoting healthy eating including fruits and vegetables. Sonoma County will then implement the adapted FitWIC curriculum for families with children at-risk for obesity, offering a series of 6 nutrition education classes. Sonoma County is also leading a Nutrition Peer Network to foster collaboration with other agencies and organizations interested in nutrition education.

At Lehman Elementary School, a Nutrition Leadership Team will be formed to plan and implement nutrition education projects, identify nutrition education curriculum materials, and provide trainings on nutrition education for teachers. The Lehman Elementary teachers will also promote the Tobes Walking Curriculum, a physical activity curriculum developed in house, which integrates physical activity into traditional subject curricula. At Burbank Elementary School, teachers will receive nutrition education training. A nutrition habits and knowledge survey will also be conducted with Lehman and Burbank elementary school students to establish a baseline data for future evaluative efforts.

**UKIAH UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Terry Nieves</b>	<b>Local Share:</b>	<b>\$249,101</b>
925 North State Street	<b>State Share:</b>	<b>\$124,550</b>
Ukiah, CA 95482	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (707) 462-2561		
Fax: (707) 463-2120		
Email: terry_nieves@uusd.k12.ca.us		

Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (2%); African American (1%); Latino (36%); Native American (7%); Caucasian (54%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

School

Partners

School Food Service; Local Health Department; Local Department of Social Services; American Cancer Society; Mendocino County Hunger Task Force

Description

Ukiah Unified School District's (Ukiah USD) garden-enhanced nutrition education program, "Growing Healthy Kids- From the Ground Up," reaches over 3,500 low-income students in 160 pre-kindergarten- through twelfth-grade classrooms. Ukiah USD is increasing knowledge and awareness of the importance of consuming 5 servings of fruits and vegetables a day and getting 60 minutes of physical activity daily. This is being done through nutrition education classes and we are developing a pilot instrument for measuring change in knowledge for third- to sixth-grade students. Ukiah USD is working to increase the effectiveness of the garden-enhanced nutrition education program. This will be done by our nutrition education site coordinators and five garden nutrition instructors who will collaborate, discuss, take back to their sites and put into practice those garden-enhanced nutrition education lessons which are most effective. Ukiah USD will also develop and present its Annual Health and Garden Faire. The Faire will be planned and presented in conjunction with community organizations to promote healthy eating and physical activity community-wide. On the policy front, Ukiah USD will present the Nutrition, Hunger, and Learning Forum, which focused on encouraging healthy eating and physical activity along with disseminating information regarding our district-wide nutrition policy.



**UNITED INDIAN HEALTH SERVICES (UIHS)***LIA—Indian Tribal Organization Channel*

<b>Nancy Flynn</b>	<b>Local Share:</b>	<b>\$178,514</b>
Potawot Health Village	<b>State Share:</b>	<b>\$89,257</b>
1600 Weeot Way	<b>Year First Funded:</b>	<b>FFY 2001</b>
Arcata, CA 95521		
Phone: (707) 825-4105		
Fax: (707) 825-5035		
Email: nflynn@crihb.ihs.gov		

Target Audience

- Ages: All Ages
- Ethnicities: Native American (100%)
- Language: English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; In-home

Partners

10 partners from: Schools; School Food Service; Project LEAN; University of California Cooperative Extension; Tribal organizations; Indian Health; Social Services; WIC

Description

Through fun and innovative activities at local schools, Headstarts and community events, the 5 a Day and physical activity messages are reaching American Indians in Humboldt and Del Norte Counties. During culturally-appropriate cooking classes at various community sites, people are taught to incorporate more fruits and vegetables into their family meals.

At the Potawot Health Village, there is a two-acre organic food garden. With the garden's production of top quality fruits and vegetables, *Network* funds support taste-testing, cooking classes, workshops and various celebrations that utilize this resource for nutrition education. New flavors are brought to the tables of American Indians in our communities with great success. This year, vegetable six-packs will be distributed as part of a nutrition education initiative. Last year they produced a successful cookbook that featured recipes from the garden. Based on last year's success, we will need to produce at least four, if not six, times as many cookbooks this year.

Through collaborative groups at UIHS, *Network* funds support nutrition education via the Traditional Health Committee, and a Maternal and Child Health workgroup. The 5 a Day, physical activity, and anti-obesity messages are processed by these committees, and UIHS policies promote healthy eating and physical activity.

# Orange County Region

Orange County



## REGIONAL LEAD AGENCIES

### California Project LEAN

Maridet Ibañez  
Orange County Health Care Agency  
Nutrition Services  
1725 W. 17th Street  
Santa Ana, CA 92706

Phone: (714) 834-8092  
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Email: [mibanez@hca.co.orange.ca.us](mailto:mibanez@hca.co.orange.ca.us)

### 5 a Day-Power Play! Campaign

Carolina White  
Community Action Partnership of Orange County  
12640 Knott Street  
Garden Grove, CA 92841

Phone: (714) 899-3684  
Fax: (714) 899-3824  
Email: [cwhite@capoc.org](mailto:cwhite@capoc.org)

**COMMUNITY ACTION PARTNERSHIP OF ORANGE COUNTY***5 a Day–Power Play! Campaign*

<b>Carolina White</b>	<b>Grant Amount:</b>	<b>\$100,000</b>
Community Action Partnership of Orange County	<b>Year First Funded:</b>	<b>FFY 2003</b>
12640 Knott Street		
Garden Grove, CA 92841		
Phone: (714) 899-3684		
Fax: (714) 899-3824		
Email: cwhite@capoc.org		

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The Community Action Partnership of Orange County acts as the Orange County Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 61,000 impressions with the region's 30,800 low-income 9- to 11-year-old children. The Orange County Region includes only Orange County.

**FULLERTON COLLEGE—NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT***LIA—College/University Channel*

<b>Renee Swain</b>	<b>Local Share:</b>	<b>\$354,280</b>
321 East Chapman Avenue	<b>State Share:</b>	<b>\$177,112</b>
Fullerton, CA 92832	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (714) 992-7468		
Fax: (714) 992-7418		
Email: rswain@fullcoll.edu		

Target Audience

- Ages: PreKindergarten; Young Adults; Adults; Seniors
- Ethnicities: Asian (14%); African American (9%); Latino (33%); Caucasian (44%)

Settings

Community Center; Clinic; Farmers' Market

Partners

2 partners from: Schools; Local Health Department; College/University

Description

Fullerton College Nutrition Network (FCNN) is comprised of multiple college departments including the Health Services Department, CalWORKs, Child Development Centers, Financial Aid, Wellness Center, and the CARE Program.

The FCNN will create and distribute a bilingual (English/Spanish) monthly nutrition education newsletter as well as the distribution of a Fitness and Nutrition Calendar of local community nutrition and fitness activities available for individuals to attend and participate. The Fullerton College 5 a Day Nutrition and Fitness Website highlights our program and provides information on nutrition and fitness, promotes enrollment in free and no-cost physical activities at our campus and in the community, provides links to sources of produce, and government social service entities that provide enrollment in WIC and Food Stamps programs.

The FDNN conducts an annual health fair and four Health Events with guest speakers on nutrition and fitness, referrals to nutrition education resources such as WIC, County/City Programs, Nutritionists, and Community Physicians. The College will host two Health and Nutrition Fairs to include guest speakers on fitness, nutrition, and other healthy lifestyle choices at our Wilshire Auditorium in May and September.

The FDNN conducts twenty-eight, hands-on, 2-hour Nutrition and Education Classes covering the 5 a Day message, and applied nutrition and fitness principles. Trainings are held at the Campus Child Development Centers and Wellness Center four times each month. Peer Counselors provide Nutrition and Fitness Counseling at the campus health center for students who have completed Food and Nutrition, Health, and Physical Fitness methodology training coursework.

**HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT***LIA—School/District Channel***Kari Tuggle**

14325 Goldenwest Street, Building 1  
Westminster, CA 92683

Phone: (714) 894-1698

Fax: (714) 894-8198

Email: ktuggle@hbuhsd.k12.ca.us

**Local Share:**

**\$437,713**

**State Share:**

**\$218,857**

**Year First Funded:**

**FFY 1999**

Target Audience

- Ages: Grades 1-5, 9-12; Adults
- Ethnicities: Asian (45%); African American (1%); Latino (31%); Native American (5%); Pacific Islander (2%); Caucasian (15%); Egypt/Iran/Lebanon (0.9%)
- Language: Spanish, Vietnamese, English

Settings

School

Partners

5 partners from: Schools; School Food Service; College/University; University of California Cooperative Extension; Westminster Community Center

Description

The *Network*-funded projects at Huntington Beach Union High School District have been successful in promoting nutrition and physical activity to high school students, parents, teachers, and staff. Healthy eating and physical activity messages are posted on the school's menus, website, and bulletin and in the Principal's newsletter, enabling them to reach parents and students with nutrition messages. Parent classes are offered to help bring nutrition messages into the home and a Nutrition Library and Resource Center is available to teachers, students, and staff. The student Adventure and Nutrition Club promotes nutrition and physical activity with group activities such as organized walks and healthy snack demonstrations. The student Nutrition Advocate Club promotes nutrition to the general student population with noontime food demonstrations and special events. During National Nutrition Month an essay contest is hosted and mini-lectures are presented to students and staff. International Walk to School Day is celebrated to promote the benefits of walking and to help establish safe routes to school. Other major promotional events include National School Lunch week and National 5 A Day Week. A student run farmers' market works to bring produce from the student farm to the students, teachers, and staff. The nutrition and health benefits of produce items are highlighted along with production information and recipe ideas. Future plans for *Network* activities include bringing a healthy snack bar to school events and student fieldtrips to local restaurants to evaluate their menus. They will also continue to promote the integration of nutrition education in the classroom.

**NEWPORT—MESA UNIFIED SCHOOL DISTRICT***LIA—School/District Channel***Sharon Moore**2985 Bear Street, Bldg. E  
Costa Mesa, CA 92626

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Fax: (714) 424-7596

Email: smoore@nmusd.k12.ca.us

**Local Share:****\$459,183****State Share:****\$229,592****Year First Funded:****FFY 2001**Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (4%); African American (1%); Latino (66%); Caucasian (29%)
- Language: Spanish, English

Settings

School

Partners

1 partner from: Health Service Dept. of Newport-Mesa Unified School District

Description

Newport-Mesa Unified School District Nutrition Network is providing student lessons and parent classes in nutrition, physical activity promotion, and information on food assistance programs. Lesson and class topics include the importance of eating 5 or more fruits and vegetables a day, the Food Guide Pyramid, label reading, food safety/sanitation. Activities include demonstrating the preparation of healthy snacks and promoting the importance of physical activity to students in Project SUCCESS, an after-school program for students. High school students are taught healthier eating habits through use of the Healthy Index website and the formation of a student nutrition advisory committee which will seek ways to further promote these goals. Preschool-aged children are targeted with the 5 a Day nutrition message through classroom activities such as poster contests, mural paintings, marquee messages, and nutrition lesson plans linking gardening concepts to the 5 a Day message. The District Network team has launched the "Breakfast Club" at schools to promote participation in the National School Breakfast Program.

A website has been developed to provide the local school community access to reliable nutrition resources and promote the National School Lunch and Breakfast Programs. A monthly newsletter promotes the Harvest of the Month theme featuring a fruit and/or vegetable. The newsletter offers teachers information and ideas on promoting a fruit or vegetable for the month. The District Network team also seeks, whenever possible, to use local media to promote nutrition-related concepts and topics.

**ORANGE COUNTY, CHILDREN AND FAMILIES COMMISSION OF***LIA—Local Health Department Channel*

<b>Marianne Foust</b>	<b>Local Share:</b>	<b>\$369,796</b>
5052 Antietam Ave	<b>State Share:</b>	<b>\$142,864</b>
Los Alamitos, CA 90720	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (562) 430-8754		
Fax: (562) 430-8754		
Email: mfoust@socal.rr.com		

Target Audience

- Ages: PreKindergarten
- Ethnicities: Asian (10.8%); African American (1.4%); Latino (46.8%); Native American (0.2%); Pacific Islander (4.3%); Caucasian (36.5%)
- Language: Spanish, Vietnamese, English

Settings

Community Center; School; Early Care and Education

Partners

60 partners from: Schools; Local Health Department; Early Care and Education; Family Resource Centers; High Birth Hospitals; local foundations

Description

The Children and Families Commission of Orange County plans to provide leadership and technical assistance in the development, implementation, and evaluation of nutrition education and physical activity programs in child care agencies and after school programs in low-income neighborhoods in Orange County. The Commission will hire two Kid Healthy Coordinators who will compile existing nutrition and fitness community resources and create a kid healthy resource library and outreach materials. The Kid Healthy Coordinators will distribute outreach material to family licensed day care providers, school readiness coordinators, and preschool and after-school programs in low-income areas. The Kid Healthy Coordinators will also work with early care and education service providers and school readiness coordinators to coordinate, link, and identify barriers to food security programs for low-income eligible families with young children participating in the child care and school programs of Orange County.

**ORANGE COUNTY DEPARTMENT OF EDUCATION***LIA—County Office of Education Channel***Yvonne Ortega, MS, RD**

1220 Village Way Drive

Suite E

Santa Ana, CA 92705

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Fax: (714) 547-9814

Email: yvonne\_ortega@access.k12.ca.us

**Local Share:****\$514,155****State Share:****\$257,078****Year First Funded:****FFY 2001**Target Audience

- Ages: All Ages
- Ethnicities: Asian (4.6%); African American (3.7%); Latino (54%); Native American (0.3%); Pacific Islander (0.7%); Caucasian (24%); Other (13%)
- Language: Spanish, Vietnamese, Tagalog, English

Settings

School

Partners

50 partners from: Schools; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

The Orange County Superintendent of Schools—Division of Alternative Education—Alternative, Community, and Correctional Education Schools and Services (ACCESS) exists to bring educational options to youth who are not currently attending school in their local districts. Most students referred to ACCESS are in one of the following categories: Youth who are referred by local school districts; youth and parents who choose to participate in the home-schooling program; youth who are temporarily in group homes; youth who are incarcerated in local facilities; youth who are on probation; youth who are parents; and youth who are homeless.

Since the population is unique and transit, they decided to teach our students about nutrition and promote physical activity through teachers. The agency provides teacher trainings based on SHAPE and California Department of Education's 10 Nutrition Competencies. The trained teaching staff will implement an enhanced nutrition education program and physical activity promotion for students in their classroom by using teacher modules and curriculum and will include the following activities:

- Promoting classroom art projects on healthy eating topics.
- Providing chefs in the classroom demonstrating hands-on cooking of healthy food choices.
- Organize and provide field trips to local farms and neighborhood and university gardens.
- Other topics include label reading, healthy snacks, and meal planning.



**ORANGE COUNTY HEALTH CARE AGENCY***California Project LEAN Regional Lead Agency*

<b>Maridet Ibañez, RD</b>	<b>Local Share:</b>	<b>\$1,660,172</b>
HCA-Nutrition Services	<b>State Share:</b>	<b>\$830,086</b>
1725 W. 17th Street	<b>Grant Amount:</b>	<b>\$69,047</b>
Santa Ana, CA 92706	<b>Bone Health Grant Amount:</b>	<b>\$50,000</b>
Phone: (714) 834-8092	<b>Year First Funded:</b>	<b>FFY 2000</b>
Fax: (714) 834-8028		
Email: mibanez@hca.co.orange.ca.us		

Target Audience

- Ages: All Ages
- Ethnicities: Asian (9%); African American (1%); Latino (72%); Pacific Islander (1%); Caucasian (17%)
- Language: Spanish, Vietnamese, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Faith Organization; Community-based organizations

Partners

60 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; Youth Programs; local health care professionals; PTA; Community-based organizations

Description

The Orange County LEAN local lead agency coordinates communication and strengthens relationships with all *Network*-funded Local Incentive Awardees and Special Projects in the region. The region provides expertise for media inquiries and activities occurring in the region and will be coordinating activities in for State-sponsored media campaigns such as National 5 A Day Week.

The region's Community-Based Social Marketing Project is to increase consumption of fruits and/or vegetables in low-income teen girls of Asian-Pacific Islander and African-American descent within two Orange county islands (Independencia and El Modena). The Regional Coordinator is forming a LEAN Coalition of interested partners from existing community groups such as the Anemia Task Force and the Children and Weight Group.

The region also has contracted Latino Health Access to conduct the California Bone Health Campaign "Mas Leche 1%, Huesos Fuertes, Familia Saludable" for low-income, Spanish-speaking Latino mothers in Santa Ana. Intervention activities include taste tests and distribution of promotional literature in five retail grocery stores and large community events, and Promotoras de Salud (community health workers)-led classes for the target audience. Spanish-language radio and television commercials will run in the target area. A policy or organizational change will be identified, strategized, and implemented in 2003.

The region provides nutrition education in small group settings to low-income residents of Orange County. Nutrition information will be distributed through classes and presentation to Family Resource Centers, county high schools, the Boys and Girls Club organization, the County's Field

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Nursing Services, Maternal and Child Health programs, the Orange County Asian-Pacific Islander older adult center, and the Senior Outreach Prevention Program. Approximate reach of 18,000 residents.

Mini-grants will be solicited and funding awarded for approximately 18 projects for activities promoting the 5 a Day and physical activity message. Three “mid-size” grants will also be awarded, and one grant to support a “Food on the Run” project in their region.

Twelve Food Stamp offices in the county will receive assistance in providing information and handouts to the *Network* audience. A quarterly display board in each office will be designed and updated by LEAN staff. Additional community sites, such as Farmers’ Markets and ESL classrooms will be contacted to provide similar materials.

**ORANGE UNIFIED SCHOOL DISTRICT***LIA—School/District Channel*

<b>Katryn Soltanmorad</b>	<b>Local Share:</b>	<b>\$112,948</b>
1401 N. Handy Street	<b>State Share:</b>	<b>\$56,474</b>
Orange, CA 92867	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (714) 628-4223		
Fax: (714) 628-4224		
Email: ksmorad@worldnet.att.net		

Target Audience

- Ages: PreKindergarten; Grades 1-6
- Ethnicities: Asian (3%); African American (1%); Latino (77%); Caucasian (19%)
- Language: Spanish, Vietnamese, English

Settings

School

Partners

6 partners from: Schools; School Food Service; University of California Cooperative Extension; Heart to Heart Collaborative

Description

Orange Unified School District is a public school district serving grades K-12. It is located in a culturally diverse urban setting in Orange County. Three elementary schools, each with more than 66 percent of their student population on free or reduced lunches, were selected to receive nutrition education services during this initial contract year.

The primary objective during this first year as a LIA is to educate teachers about the *Nutrition Network* goals and to motivate them to integrate nutrition education into their classroom curriculum. Nutrition education instructional materials and a mobile nutrition education center will be purchased to support teachers in their efforts.

Parent education is another project goal. At each of the three target schools a parent workshop will be offered on the connection between nutrition and academic success. Nutrition education newsletters and pamphlets will be distributed throughout the year and a nutrition booth will be a part of the yearly school carnival activities. The Fruit or Vegetable Spin-a-Rama game at a school carnival is a big hit with both parents and students. Everyone who visits the nutrition booth and plays the game receives a banana that is donated by a local grocer.

The school food environment at each of the three target schools will be enhanced by nutrition and physical activities posters placed throughout the school's serving and eating areas. A Breakfast Club will be piloted at two of the schools to encourage students to participate in the school breakfast program.

# San Francisco Region

San Francisco County



## REGIONAL LEAD AGENCIES

### California Project LEAN

Maria R. LeClair  
City and County of San Francisco  
Department of Public Health  
30 Van Ness Avenue Suite 220  
San Francisco, CA 94102

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**SAN FRANCISCO FOOD SYSTEMS COUNCIL—c/o SFDPH-EHS***Food Security Special Project***Paula Jones**

San Francisco Food Systems Council  
 c/o SFDPH-EHS  
 1390 Market Street, #910  
 San Francisco, CA 94102  
 Phone: (415) 252-3853  
 Fax: (415) 252-3959  
 Email: paula.jones@sfdph.org

**Grant Amount:****\$40,000****Year First Funded:****FFY 2002**Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (31%); African American (8%); Latino (14%); Native American (0.5%); Pacific Islander (0.5%); Caucasian (46%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

School; City-wide coalition meetings

Partners

Schools; School Food Service; Local Health Department; Local Department of Social Services; Community based organizations

Description

This first year food security project in San Francisco is aimed at achieving broad goals aimed at building and expanding a community-wide food system, a strong food systems council, and a farm-to-school food and nutrition program as an alternative to traditional food service operations in the San Francisco Unified School District.

Specifically, the project, under the aegis of the San Francisco Department of Health with oversight from the San Francisco Foundation Community Initiative program, seeks to develop and coordinate a Food Systems Alliance (FSA) consisting of at least 200 stakeholders, the development of outreach and recruitment materials, the design and implementation of a wide variety of outreach techniques, and the convening of several meetings for the establishment and operation of the FSA. The project will then evaluate the outcomes of activities and meetings and report to the Health Commission and Alliance members.

The project will also increase food system awareness, food assessment activities, federal nutrition assistance program usage, and food project planning activities carried out by individuals and agencies within the City and County of San Francisco. A San Francisco Food System Guidebook will result from this process and the guidebook will be reproduced and distributed to stakeholders.

Finally, the project will engage in a study and strategic planning for a farm-to-school project in the San Francisco Unified School District (SFUSD) through an in-depth identification of assets and needs of the district via a food service survey. Survey findings and analysis will provide the basis for a report to a wide variety of interested individuals, groups and stakeholders for the development of a possible plan of action and its implementation in the second year of the project.

## **SAN FRANCISCO UNIFIED SCHOOL DISTRICT—SCHOOL HEALTH PROGRAMS DEPARTMENT**

*LIA—School/District Channel*

<b>Mark Elkin</b>	<b>Local Share:</b>	<b>\$1,067,528</b>
Nutrition Education Project Coordinator	<b>State Share:</b>	<b>\$533,764</b>
1515 Quintara Street	<b>Year First Funded:</b>	<b>FFY 2001</b>
San Francisco, CA 94116		
Phone: (415) 242-2615		
Fax: (415) 242-2618		
Email: melkin@muse.sfusd.edu		

### Target Audience

- Ages: PreKindergarten; Grades 1-5
- Ethnicities: Asian (28%); African American (18%); Latino (24%); Native American (1%); Pacific Islander (11%); Caucasian (5%); other non-white (13%)
- Language: Spanish, Cantonese, English

### Settings

School

### Partners

5 partners from: Schools; School Food Service; College/University; University of California Cooperative Extension; Dairy Council of Calif.

### Description

On January 17, 2003 the San Francisco Unified School Board unanimously passed a resolution to ban soda and unhealthy snack foods from K-12 schools, beginning Fall 2003. They agreed to form a task force on childhood obesity, physical activity and other health concerns. In the spirit of this resolution the Nutrition Education Project at SFUSD is moving forward to educate students, teachers and families. The program is being implemented this year in 7 elementary schools. The Site Nutrition Coordinators at each school are modeling nutrition lessons in K-5 classrooms, to encourage students to include fruits and vegetables in their diet. The Site Coordinators are planning Family Nutrition Nights and are holding parent education classes, to discuss healthier ways of eating. The Project has begun to affect change in traditional fund-raising activities and is working with teachers and families to develop school and classroom snack policies.

The Nutrition Project has formed partnerships with other SFUSD programs and community-based organizations. The Nutrition Coordinators model cooking and physical activity promotion lessons in the after-school program and coordinate with District Health activities, such as Spring Into Health Month and Jump Rope for Heart. The Project works with community-based organizations, such as UC Cooperative Extension and the Dairy Council of California. SFUSD is part of a feasibility study to begin linking to local farms and bringing fresh produce into the schools. With a strong commitment to professional development the Project has held workshops for classroom teachers to empower them to change their own health, serving as role models to their students and increasing understanding of comprehensive nutrition education and physical activity promotion.

**SAN FRANCISCO, CITY AND COUNTY OF, DEPARTMENT OF PUBLIC HEALTH***California Project LEAN Regional Lead Agency***Maria R. LeClair, MPA, RD**30 Van Ness Suite 220  
San Francisco, CA 94102

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Email: maria\_leclair@sfdph.org

**Grant Amount:****\$61,180****Year First Funded:****FFY 2000****Target Audience**

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (5%); African American (5%); Latino (85%); Caucasian (5%)
- Language: Spanish, English

**Settings**

Community Center; Clinic; Farmers' Market

**Partners**

6 partners from: Schools; Local Health Department; Project LEAN; University of California Cooperative Extension; Community Health Clinics; Community Based Organizations

**Description**

As the San Francisco Project LEAN Lead Agency, San Francisco City and County Department of Public Health coordinates the regional Mission Latino Families Partnership to address community issues related to nutrition and/or physical activity, and serves as the expert for media inquiries and activities. The region will conduct and evaluate a Community-Based Social Marketing Project to impact consumption of fruits and/or vegetables in a specific segment of the community, low-income adults in the Mission District of San Francisco. The region is working to strengthen communication and partnership with *Network*-funded projects, and works closely with Bay Area LEAN and regional partners in community activities and State-sponsored media campaigns such as National 5 A Day Week.

**SAN FRANCISCO, CITY AND COUNTY OF, DEPARTMENT OF PUBLIC HEALTH***LIA—Local Health Department Channel***Maria R. LeClair, MPA, RD**30 Van Ness Suite 220  
San Francisco, CA 94102

Phone: (415) 575-5686

Fax: (415) 575-5695

Email: maria\_leclair@sfdph.org

**Local Share: \$482,939****State Share: \$242,484****Year First Funded: FFY 1998**Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Bosnian

Settings

Community Center; Clinic; School; Farmers' Market

Partners

Schools; Local Department of Social Services; Substance Abuse Treatment Program; Local Media &amp; Other Community Programs

Description

The "Feeling Good" Project continues to develop partnerships with community organizations to provide nutrition education classes and educational materials to low-income populations in San Francisco County, including members of the Spanish-speaking, Chinese, Vietnamese, and Bosnian community. Over 40,000 San Francisco County residents were reached through community interventions last year and 33,755 pamphlets were distributed. The region collaborates with 57 partners and participates in numerous local cultural and community events to promote healthy eating and physical activity. One example of collaboration was the "In Sickness and In Health" conference in May 2003, featuring the role of folic acid in health promotion and the prevention of chronic diseases.



**SAN FRANCISCO, CITY AND COUNTY OF, DEPARTMENT OF PUBLIC HEALTH***PCFH Healthy Eating and Childhood Overweight Prevention Grant***Eric Hernandez****Grant Amount:****\$96,553**

Nutrition Services

30 Van Ness Ave Suite 210

San Francisco, CA 94102

Phone: (415) 575-5731

Fax: (415) 575-5797

Email: eric.hernandez@sfdph.org

Target Audience

- Ages: PreKindergarten; Grades 1-4; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Community Center; Boys and Girls Clubs of San Francisco

Partners

7 partners from: Regional 5 a Day–Power Play! agencies; Local Head Start and State Preschool programs; City and County Recreation and Parks Departments; Boys and Girls Clubs of San Francisco; City and County Child Care Health Project; Latino Steering Committee; local after-school programs

Description

Using social marketing strategies, review of recent literature and input from influential community members, the City and County of San Francisco Department of Public Health Nutrition Section intends to conduct a planning and intervention project focusing on pediatric overweight prevention in the Latino community. The goals of the “Coma bien-Viva mejor!” (“Eat well-Live better”) project are to: (1) Collaborate with partners in developing a bilingual (Spanish)/ bicultural nutrition education curriculum that is innovative, engaging, family centered and culturally competent. The curriculum will include workshops for parents and activities for children; (2) Facilitate the integration of all or parts of the curriculum into existing community projects and programs, such as in pre-schools, after-school programs, City & County public health programs and parent groups of the target population; and (3) Coordinate a one-day conference to influence health providers in multifaceted approaches for prevention and treatment of overweight children. Through the above process, community resources and partnerships will be strengthened in problem solving to improve nutrition education and physical activity promotion programs for low-income families. In addition, the project will work with partners to identify local environmental factors that contribute to overweight status in children. The curriculum and any materials developed can be made available for distribution statewide through the CHDP Nutrition Subcommittee, the State WIC Branch, and other networks serving Latino children and parents.

# Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Yuba Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

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### 5 a Day-Power Play! Campaign

Felicia Ponce  
UC Cooperative Extension, Butte County  
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## CALIFORNIA STATE UNIVERSITY, CHICO, RURAL NORTHERN CA NUTRITION NETWORK

*LIA—College/University Channel*

<b>Dr. Cindy Wolff</b>	<b>Local Share:</b>	<b>\$354,116</b>
Nutrition and Food Sciences	<b>State Share:</b>	<b>\$177,025</b>
Tehama Hall Room 125	<b>Year First Funded:</b>	<b>FFY 2001</b>
California State University Chico		
Chico, CA 95929-0002		
Phone: (530) 898-6164		
Fax: (530) 898-5586		
Email: cwolff@csuchico.edu		

### Target Audience

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: Asian (10%); Latino (30%); Caucasian (60%)
- Language: Spanish, English

### Settings

Clinic; School

### Partners

5 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension

### Description

OPT (Overweight Prevention and Treatment) for Fit Kids is a program administered through the Chico State Research Foundation. It incorporates a targeted awareness campaign, the development of an early childhood nutrition curriculum, the use of SPARK Early Preschool physical activity curriculum and preschool teacher training, and family-based treatment for pediatric overweight.

Nutrition education classes/workshops for parents/preschool teachers are delivered by a Registered Dietitian and increase the quality of early care and education by supporting healthy family lifestyle behaviors.

An OPT coalition of community, health care, and educational organizations serving low-income Butte County children serves as an integrated and multidisciplinary system of referral, builds community partnerships, and enhances the program goals of all members.

The Butte County media campaign is designed to increase awareness of the childhood overweight epidemic and strategies for prevention and includes billboards, radio, television interviews, and the Internet.

**CHICO UNIFIED SCHOOL DISTRICT***LIA—School/District Channel***Priscilla Burns**

1163 E 7th Street

Chico, CA 95928

Phone: (530) 879-5100 x156

Fax: (530) 879-5263

Email: kpzcav@yahoo.com

**Local Share:****\$176,246****State Share:****\$87,806****Year First Funded:****FFY 2002****Target Audience**

- Ages: Grades 1-12
- Ethnicities: Asian (7%); African American (8%); Latino (20%); Native American (3%); Pacific Islander (1%); Caucasian (61%); Other (1%)
- Language: Spanish, Hmong, English

**Settings**

Community Center; School

**Partners**

10 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

**Description**

Chico Unified School District aims to increase the number of students and their families that eat at least 5 servings of fruits and vegetables a day and who are physically active each day. Chico Unified School District will present nutrition education and physical activity promotion materials at parent information nights at three school sites. In addition, Chico Unified School District will publish and distribute a quarterly nutrition newsletter.

Chico Unified will also promote healthy eating including fruits and vegetables by implementing a classroom based peer education program at two elementary schools. The Peer Chef program will utilize high school students that are part of the culinary art and nutrition science program to teach healthy food preparation and nutrition to elementary school students.

This agency will also conduct an environmental scan of the school nutrition environment using "Changing the Scene." The results of the environmental scan will be used to develop a promotional campaign promoting the consumption of fruits and vegetables. Posters reflecting positive nutrition and physical activity messages will be displayed in the classrooms and cafeteria of participating school sites.

Chico Unified School District will also identify nutrition education curricula that align with the Nutrition Competencies for California's Children, from the California Department of Education. Once curricula are selected, Chico Unified School Districts at participating school sites will implement nutrition education lessons in their classrooms. Attention will be given to integrating nutrition into other core subject areas. This agency will also maintain an advisory board to investigate school food policies that would promote healthy eating and provide a healthy nutrition environment at District schools.

**SHASTA COUNTY OFFICE OF EDUCATION—NUTRITION SERVICES***LIA—County Office of Education Channel*

<b>Tammy Douse</b>	<b>Local Share:</b>	<b>\$445,213</b>
1409 Market Street	<b>State Share:</b>	<b>\$222,607</b>
Redding, CA 96001-1599	<b>Year First Funded:</b>	<b>FFY 2002</b>
Phone: (530) 225-2992		
Fax: (530) 225-0299		
Email: tdouse@coe.shastalink.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Asian (3.7%); African American (1.6%); Latino (6.4%); Native American (6.2%); Pacific Islander (0.5%); Caucasian (81%); Other (0.6%)
- Language: English

Settings

School; Farmers' Market; Child Care centers and homes

Partners

15 partners from: Schools; School Food Service; Local Health Department; University of California Cooperative Extension; Local Department of Social Services

Description

The Shasta County Office of Education (SCOE)—Nutrition Services, Nutrition and Physical Activity (NAPA) Group's Local Incentive Award target audience is children, teachers and auxiliary staff in children's centers, state preschools and school-age classrooms; Family Child Care Providers and children in their care at over 150 homes in Shasta and Tehama counties; parents of children in all of the child care settings; court and community school middle and high school age students and classroom staff; as well as community members at public events.

The NAPA Group is developing 30- to 60-minute nutrition and physical education curriculum modules for all of the various age groups of children and the adults. The modules are presented in the actual childcare settings and classrooms. The nutrition curriculum incorporates a variety of fruit and vegetable taste testing and easy to follow recipes that utilize a variety of fruits and vegetables. Each module includes a new physical activity idea. Hands on activities involving children and adults helps reinforce the need for good nutrition and daily physical activity. Adult education nutrition and physical activity workshops are used as a vehicle to provide more in-depth training on incorporating more fruits and vegetables and the need for physical activity. Workshop participants include parents, providers, teachers and other classroom staff. Nutrition and Physical Activity booths are set up at various community events such as Market Fest, Farmers' Market and Winter Fest to promote the 5 a Day fruits and vegetable message plus the need for daily physical activity for everyone.

**SHASTA COUNTY PUBLIC HEALTH DEPARTMENT***California Project LEAN Regional Lead Agency*

**Karen Ratcliff, MA, RD**  
 Project LEAN Coordinator  
 2660 Breslauer Way  
 Redding, CA 96001  
 Phone: (530) 245-6843  
 Fax: (530) 225-5433  
 Email: kratcliff@co.shasta.ca.us

**Local Share: \$257,877**  
**State Share: \$128,938**  
**Grant Amount: \$103,540**  
**Year First Funded: FFY 1998**

Target Audience

- Ages: PreKindergarten; Grades 1-3; Young Adults; Adults
- Ethnicities: Asian (4%); African American (4%); Latino (9%); Native American (2%); Caucasian (82%); Other (1%)
- Language: English

Settings

Community Center; School; City Buses

Partners

15 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Retailers, Smuckers

Description

Regional staff provides expertise for media inquiries and activities occurring in the region and coordinate activities in the region for State-sponsored media campaigns, including National 5 A Day Week.

The agency works with California State University, Chico faculty to implement and evaluate their Community-Based Social Marketing Project. The goal of the project is to increase fruit consumption by one serving per day in Extended Opportunity Program and Services (EOPS) low-income female students at a local community college. The message is being distributed in newsletters, a web page, health fairs, and brochures, table tents, and posters on campus. They are also working with college food services to create an environment to support this behavior.

Collaborating with the Shasta Coalition for Activity and Nutrition (CAN), they will assess current food/nutrition/physical activity programs or policies in 10 to 20 Shasta County elementary schools and distribute results to key stakeholders. Based on the results of these assessments, they will work with schools to develop and implement policies to address the findings. They will also provide technical support and training for physical activity promotion in one pilot elementary school. For preschool-aged children they will develop and distribute a physical activity curriculum resource guide. In addition, they will also be promoting gardening via presentations, articles and education brochures in Shasta County as an inexpensive way to increase fruit and vegetable consumption.

**UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, BUTTE COUNTY***5 a Day–Power Play! Campaign***Felicia Ponce**

UC Cooperative Extension, Butte County  
 2279 Del Oro Avenue, Suite B  
 Oroville, CA 95965

Phone: (530) 538-7067

Fax: (530) 538-7140

Email: fponce@ucdavis.edu

**Grant Amount:**

**\$100,000**

**Year First Funded:**

**FFY 2001**

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Butte County acts as the Sierra Cascade Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 18,000 impressions with the region's 9,200 low-income 9- to 11-year-old children. The Sierra Cascade Region includes Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Yuba counties.

# Southern Coast Region

Imperial and San Diego Counties



## REGIONAL LEAD AGENCIES

### California Project LEAN

Joan W. Rupp  
San Diego State University  
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### 5 a Day-Power Play! Campaign

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### Latino 5 a Day Campaign

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Division of Community Pediatrics  
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**CAJON VALLEY UNION SCHOOL DISTRICT***LIA—School/District Channel***Robin L. Pelletier**

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Suite 310

San Diego, CA 92103

Phone: (619) 260-5540

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Email: [rpelletier@projects.sdsu.edu](mailto:rpelletier@projects.sdsu.edu)**Local Share:****\$439,802****State Share:****\$219,901****Year First Funded:****FFY 2000**Target Audience

- Ages: Grades 1-8
- Ethnicities: Asian (1.2%); African American (7.2%); Latino (26.4%); Native American (1.2%); Pacific Islander (0.8%); Caucasian (62.9%)
- Language: Spanish, Tagalog, English

Settings

School

Partners

29 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services; SD Nutrition Coalition

Description

The primary objective of Nutrition Network News (NNN) is to advocate for providing and promoting healthy foods and physical activity based on the 5 a Day nutrition principles to all school-aged children. NNN collaborates with Cajon Valley Union School District (including 4 elementary and 5 middle schools), Grossmont Union District (3 high schools) and Vista Union School District (15 schools), all of which meet the >50 percent free and reduced meal participation rate. The following NNN activities are planned for the next budget year: (1) focus on advocacy starting with the School Health Index (NNN is currently working with 2 high schools to implement the School Health Index); (2) draft an advocacy book to advocate for healthier schools (note that some of this information will be available via the NNN website); (3) design and conduct a Fruit and Vegetable Consumption project to measure the amount of fruit and vegetables that middle school children consume during their lunch period. NNN will continue its efforts to establish nutrition and physical activity policies to provide healthier school environments through community and parent involvement.

**COMMUNITY RESOURCE CENTER (CRC): NUTRITION NOW***Food Security Special Project*

<b>Donna Montegna, LCSW</b>	<b>Grant Amount:</b>	<b>\$40,000</b>
650 Second Street	<b>Year First Funded:</b>	<b>FFY 2000</b>
Encinitas, CA 92024		
Phone: (760) 753-1156		
Fax: (760) 753-0252		
Email: dmontegna@aol.com		

Target Audience

- Ages: All Ages
- Ethnicities: Asian (1%); African American (7%); Latino (43%); Native American (1%); Pacific Islander (3%); Caucasian (45%)
- Language: Spanish, Tagalog, English

Settings

Community Center; Farmers' Market; Domestic violence shelter

Partners

Faith based settings; FEMA

Description

This San Diego County-based third-year food security project provides a unique casework-oriented model designed to improve the food security and nutrition knowledge and behaviors of two basic sets of clients.

The project's multi-service center includes the Libre shelter which houses women and their children as clients who have experienced various forms of domestic abuse. While living at the shelter and throughout the project year, at least fifty women and fifty children are provided with weekly two-hour nutrition education classes, food demonstrations, on-site structured gardening for nutrition, and weekly trips to the local farmers' market. Hands-on cooking classes are also included in the nutrition education activities to teach shelter residents how to provide healthy, low-cost meals as a beginning step towards self-sufficiency, empowerment and healing for the entire family, and how cost-effective it is to provide fresh fruits and vegetables for their family as compared to fast food.

The Community Resource Center's (CRC) other major client group is comprised of approximately 3,000 low-income participants who often visit the Center's Bread Room, Social Services, Commodities, and Infant Care programs. The project routinely provides literature and brochures about nutrition, meal planning, food preparation, food safety, food storage and low-cost food resources in the community, and through the use of strategically located bulletin boards at the CRC. Once a month during commodities distribution, the CRC provides hands-on nutrition activities including demonstrations of how to use fruits and vegetables in easy, affordable meals, along with the showing of CRC's "Healthy Eating" videos and the distribution of a recipe and a sample fruit or vegetable for use at home. The project is also actively involved with assisting clients with information about food assistance programs such as WIC and Food Stamps.

**FAITH BASED COMMUNITY DEVELOPMENT CORPORATION***Faith Community Outreach Special Project***Susan Woods**

620 Mission Ave  
Oceanside, CA 92054

Phone: (760) 435-0600

Fax: (760) 435-0669

Email: healthcoord@sbcglobal.net

**Grant Amount:****\$87,500****Year First Funded:****FFY 2003**Target Audience

- Ethnicities: African American
- Language: English

Settings

Community Center; Faith Organization

Partners

5 partners from: Local Health Department; Community Churches

Description

The Faith Based Nutrition and Fitness Program (FBNFP) is a comprehensive health education and training program designed to teach the benefits of nutrition and fitness as a disease prevention strategy which can extend the life expectancy and improve quality of life for African-Americans living at 185 percent of poverty level. The project represents a collaborative partnership of African-American faith-based organizations within North San Diego County. The partnership includes three African-American churches that are located within close proximity to one another. The participating churches include Friendly Church of God in Christ, Shiloh Church of God in Christ, and St. John Missionary Baptist Church, North San Diego County NAACP and Vista Community Clinic. Each participating church will utilize their experience in motivating and encouraging congregation and community members to actively participate in the FBNFP. The NAACP will provide marketing and community advocacy services and Vista Community Clinic will provide health care screenings to participants. The target audience is low-income residents within the City of Oceanside, and within the congregation of participating churches, representing over 700 residents members.

The projects major activities are aimed at utilizing existing community assets, as well as creating new assets based on needs identified in the community assessment. The activities will be primarily focused on increasing awareness through educational and health forums/conferences and the, distribution of educational information to congregation and community members. Some of the activities will increase access to fruits and vegetables and health care screenings, and will result in the recruitment and training of congregation members, the involvement of pastors supporting program and activities, implementation of a media campaign and cooking demonstrations and increased involvement of collaborative partners and networks. The project also aims to increase opportunity for and participation in physical activity in order to reduce risk of chronic disease and increase quality of life.

**GROSSMONT-CUYAMACA COLLEGE***LIA—College/University Channel*

<b>Donna Riley</b>	<b>Local Share:</b>	<b>\$105,855</b>
900 Rancho San Diego Parkway	<b>State Share:</b>	<b>\$52,927</b>
El Cajon, CA 92019-4303	<b>Year First Funded:</b>	<b>FFY 1999</b>
Phone: (619) 660-4504		
Fax: (619) 660-4599		
Email: donna.riley@gcccd.net		

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (5%); African American (7%); Latino (14%); Native American (4%); Pacific Islander (2%); Caucasian (62%); Chaldean (6%)
- Language: Spanish, English, Farsi, Arabic

Settings

School

Partners

4 partners from: Project LEAN; College/University; College Fitness Center; College Wellness Center

Description

Our program, Food for Life, is designed to educate low-income students about the importance of proper diet (including 5 a Day instruction) and adequate Physical Activity (30 minutes a day) in maintaining health. This goal is accomplished by enrolling these students in a college course entitled "Foods for Fitness". In this course, students are required to work out 48 hours/semester to earn 1 unit of credit, applicable toward the Physical Activity requirement for the AA/AS Degree. They are also required to complete assignments in their Foods for Fitness workbooks, and to meet with our Fitness Center Registered Dietician at least once during the semester. They are instructed in the use of the Dine Healthy Nutrition software program for analysis of their food intake. The RD as well as their ES/PE instructor regularly evaluates students' progress.

**IMPERIAL COUNTY PUBLIC HEALTH DEPARTMENT***LIA—Local Health Department Channel*

<b>Luce Filiatrault, RD</b>	<b>Local Share:</b>	<b>\$111,052</b>
935 Broadway	<b>State Share:</b>	<b>\$53,153</b>
El Centro, CA 92243	<b>Year First Funded:</b>	<b>FFY 1998</b>
Phone: (760) 482-4763		
Fax: (760) 352-9933		
Email: lucefiliatrault@imperialcounty.net		

Target Audience

- Ages: All Ages
- Ethnicities: African American (4%); Latino (72%); Caucasian (20%); Other (4%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Grocery Store; Farmers' Market; Restaurant; Faith Organization

Partners

15 partners from: Schools; School Food Service; Parks and Recreation; University of California Cooperative Extension; American Cancer Society

Description

The *Nutrition Network* project targets low income Latino families, health and educational professionals and other agencies that assist low-income families. The project's goals focus on three levels of the Social-Ecological Model for Nutrition Program Evaluation Spheres of Influence. The project's goals are: (1) to expand the local Physical Activity and Healthy Eating Coalition (PAHE) who work to identify and implement strategies to promote the *Nutrition Network* goals. Members of the coalition represent a variety of organizations countywide; (2) to motivate families to make sustainable healthy choices by providing dynamic presentations on nutrition & physical activity including cooking demonstrations, by participating in appropriate outreach events, and by enhancing other health related strategies; and (3) to offer support and increased capacity of promoting healthy eating and physical activity to organizations that work with health and educational professionals, teenagers, children and families.

**IMPERIAL COUNTY PUBLIC HEALTH DEPARTMENT***PCFH Healthy Eating and Childhood Overweight Prevention Grant*

<b>Amy Binggeli</b>	<b>Grant Amount:</b>	<b>\$74,099</b>
935 Broadway	<b>Year First Funded:</b>	<b>FFY 2002</b>
El Centro, CA 92243		
Phone: (760) 482-4716		
Fax: (760) 352-9933		
Email: amybinggeli@imperialcounty.net		

Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

Settings

Community Center; School; Grocery Store

Partners

11 partners from: *California Children's 5 a Day–Power Play! Campaign*; Physical Activity-Healthy Eating (PAHE) Coalition; American Cancer Society; Supermarkets; Park and Recreation Departments; Elementary Schools; Imperial Valley Food Bank, Catholic Charities; WIC, CHDP, and MCH Programs

Description

To conduct the Imperial County Public Health Department's Increasing Options for Better Health project, the Imperial County Public Health Department Maternal Child Health & Child Health Disability Programs will collaborate with Physical Activity and Healthy Eating (PAHE) Coalition and other local agencies to: (1) plan and implement at least six neighbor based, culturally appropriate nutrition education/physical activity sessions that may include modifying and incorporating fruit and vegetables into traditional Latino recipes, cooking demonstrations, "smart shopping" supermarket tours, and identifying family centered physical activity ideas; (2) partner with at least two local elementary schools to plan and implement a salad/fruit bar in conjunction with nutrition education sessions focused on incorporating fruits and vegetables into daily food choices; and (3) conduct a minimum of two initial and two follow-up walkability assessments in local neighborhoods to facilitate the creation of neighborhood walking routes to promote physical activity.

**INDIAN HEALTH COUNCIL (IHC)***LIA—Indian Tribal Organization Channel***Andrea R. Jenkins, MS, RD, CLC***Nutrition Network Program Manager*

P.O. Box 406

Pauma Valley, CA 92061-0406

Phone: (760) 749-1410 x5311

Fax: (760) 749-1564

Email: [ajenkins@indianhealth.com](mailto:ajenkins@indianhealth.com)**Local Share: \$179,677****State Share: \$89,839****Year First Funded: FFY 1997****Target Audience**

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: Native American (67.4%)
- Language: English

**Settings**

Community Center; Clinic; School; Restaurant; Day cares; Tribal Halls

**Partners**

Schools; HeadStart, Day care; IHC depts.

**Description**

At Indian Health Council, Inc. (IHC), the target population is the Native American households living on or near the nine North San Diego County reservations that form the IHC consortium. The *Network*-funded project at IHC has been successful in increasing the number of Native Americans in the community who receive physical education promotion and nutrition education including the promotion of the 5 a Day program.

IHC will consistently expose the community to a healthy eating message through a Healthy Dining campaign and a poster campaign. The Healthy Dining campaign titled "Lite As A Feather" will help the community to identify food items at a local restaurant that are consistent with healthy eating guidelines as well as those that promote the consumption of 5 fruits and vegetables a day.

The purpose of the poster campaign titled "5 a Day—The Native Way" is to advertise the importance of increasing fruits and vegetables and physical activity. The poster will be presented in a positive and consistent manner and will be placed in public settings within the community.

At this time, cooking demonstrations are conducted three times per month at each local reservation or at the IHC clinic. All demonstrations promote healthy food choices including the 5 a Day message and/or the promotion of physical activity.

Since 1999, a four-day Wellness Leader training has been conducted annually. In addition, a one-day follow up training is conducted within 6 months of each training to reinforce the training program. IHC just completed our fourth training on January 31, 2003. In order to benefit the community, trained Native Wellness Leaders will conduct one class per month on five different local reservations addressing either the promotion of physical activity or the 5 a Day message.

**REVIVAL TIME COMMUNITY CHURCH OF GOD IN CHRIST***Faith Community Outreach Special Project***Rev. Lonnie B. Lynch**

4328 Alabama Street  
San Diego, CA 92104

Phone: (619) 299-5259

Fax: (619) 299-5448

Email: richardsmith91941@yahoo.com

**Grant Amount:**

**\$50,000**

**Year First Funded:**

**FFY 2000**

*Secondary Contact:***Gloria Lynch**

4328 Alabama St.  
San Diego, CA 92104

Phone: (619) 299-5259

Fax: (619) 299-5448

*Target Audience*

- Ages: Grades 8-12; Young Adults; Adults; Seniors
- Ethnicities: African American (100%)
- Language: English

*Settings*

Grocery Store; Faith Organization

*Partners*

5 partners from: Project LEAN; Sweetheart Project; American Cancer Society; San Diego Black Nurses; LA BIND

*Description*

Revival Time Community Church of God in Christ works with African American families to increase their consumption of fruits and vegetables. Low-income and single parent families comprise 90 percent of the congregation at Revival Time Community Church. The healthy ministry is implemented in 4-6 churches in the San Diego County. Nutrition action teams from each church oversee the implementation of the project. Training sessions for the Nutrition Action Team members cover the basic food guide pyramid, nutrition and disease, food preparation, healthy eating habits and menu planning. The church coalition meets regularly to plan and formulate nutrition education and physical activity promotion events. Education has been offered to the members, partnering churches and community through sessions on meal preparation on limited budgets, gardening tips, cooking contests, nutritional fliers, National Healthy Youth and Community Day, an Annual Health Fair. Families are empowered to develop and maintain healthy lifestyles. Nutrition education and physical activity is also promoted on weekly telecasts on cable and radio stations.



**SAN DIEGO COMMUNITY COLLEGE DISTRICT***LIA—College/University Channel***Nancy Hampson**4343 Ocean View Boulevard  
San Diego, CA 92113

Phone: (619) 388-4941

Fax: (619) 388-6987

Email: nhampson@sdccd.cc.ca.us

**Local Share:****\$427,732****State Share:****\$213,866****Year First Funded:****FFY 2002**Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Asian (20%); Latino (59%); Other (21%)
- Language: Spanish, Vietnamese, Cantonese, Ethiopian/Somali

Settings

School

Partners

Schools; College/University; University of California Cooperative Extension; Statewide Coalition for ESL Nutrition, including CDE, etc.

Description

The English as a Second Language Department at the Centers for Education and Technology, San Diego Community College District was awarded a grant by the *California Nutrition Network* for the year 2002-03. This is our first grant with the *Nutrition Network*.

There are three objectives outlined in the grant:

1. Establish statewide nutrition guidelines for adult level English as a Second Language (ESL) programs that would provide guidance to teachers, writers, publishers, and others developing materials and methods for food and nutrition with ESL.
2. Develop, pilot, and revise model lesson plans for four levels of ESL instruction. The content of these materials is based on statewide formative research conducted by the *Network*.
3. Develop textbook checklist to evaluate nutrition content in commonly used ESL texts; evaluate various commonly used texts; and develop, pilot, and revise activities to supplement texts, focusing on nutrition and behavior change.

**SAN DIEGO COUNTY DEPARTMENT OF PARKS AND RECREATION***LIA—Parks and Recreation Channel***Christine Lafontant**

5201 Ruffin Road, Suite P  
San Diego, CA 92123

Phone: (858) 694-3046

Fax: (858) 495-5841

Email: christine.lafontant@sdcounty.ca.gov

**Local Share:** **\$158,746**

**State Share:** **\$69,415**

**Year First Funded:** **FFY 2002**

Target Audience

- Ages: Grades 6-12
- Ethnicities: Asian (4%); African American (16.2%); Latino (45%); Native American (1.9%); Pacific Islander (4.4%); Caucasian (17.9%); Filipino, multiple, no response (13.9%)
- Language: Spanish, English

Settings

Community Center; School; Teen Centers

Partners

4 partners from: Schools; Local Health Department; Parks and Recreation; Local Department of Social Services; Local Teen Centers; Spring Valley Youth & Family Coalition

Description

The County of San Diego Department of Parks and Recreation (Department) operates after school programs that deliver nutrition education and promote physical activity to low-income children and families in the community of Spring Valley. The target population for the *California Nutrition Network* program is 3008 elementary, middle and high school students in the Spring Valley community, 1,990 of which are enrolled in the Free or Reduced Price Meal Program.

The Department's goal is to train a diverse group of Physical Education specialists, classroom teachers, youth program staff, interns, and volunteers working with K-12 students through San Diego State University Foundation's Sports, Play and Active Recreation for Kids (SPARK) program. Trainings include Physical Activity, Active Recreation, and Self-Management, each designed with a specific age group in mind. The purpose of the training is to ensure that all of the trainees understand the importance of physical activity and good nutrition for youth and adults. They learn techniques and methods on how to identify ways to incorporate all youth into physical activity programs, encourage healthy food choices, and integrate the concepts into their daily curriculum. Department staff will integrate the SPARK trainings into the programs at the Spring Valley Teen Center and during lunchtime activities at a local middle school. Additionally, through collaboration with the Spring Valley Youth and Family Coalition and the Spring Valley Revitalization Committee, the Department supports community and statewide efforts toward nutrition education and physical activity promotion by providing resources and collaborative opportunities to local community programs.

**SAN DIEGO COUNTY HEALTH AND HUMAN SERVICES AGENCY***LIA—Local Health Department Channel*

<b>Beverly Tuzin, MPH, RD</b>	<b>Local Share:</b>	<b>\$242,036</b>
P.O. Box 85222	<b>State Share:</b>	<b>\$121,018</b>
MS: P-507	<b>Year First Funded:</b>	<b>FFY 2002</b>
San Diego, CA 92186-5222		
Phone: (619) 285-6583		
Fax: (619) 285-6520		
Email: beverly.tuzin@sdcounty.ca.gov		

Target Audience

- Ages: Grades 5-12; Adults
- Ethnicities: Asian; African American; Latino; Native American; Caucasian; Other
- Language: Spanish, English

Settings

School; Boys &amp; Girls Clubs

Partners

4 partners from: Schools; Local Health Department; UCSD Division of Pediatrics/*California Children's 5 a Day—Power Play! Campaign*; Boys & Girls Clubs

Description

To combat the growing trend of overweight children, the County of San Diego Health and Human Services Agency is overseeing the Planet Health program conducted by the Boys and Girls Clubs of Greater San Diego in collaboration with the University of California San Diego Division of Pediatrics. The program will reach 4800 children and adolescents at nine Boys and Girls Clubs and nine local schools. Two nutrition education activities will be conducted each week for 35 weeks for a total of 630 activities, including *California Children's 5 a Day—Power Play! Campaign*, Teen Cuisine, an environmental assessment and action plan, peer leadership training and parental involvement. This program incorporates three levels of the Social Ecological Model: Individual, Interpersonal and Organizational.

**SAN DIEGO COUNTY HEALTH AND HUMAN SERVICES AGENCY***PCFH Healthy Eating and Childhood Overweight Prevention Grant***Elaine Hiel**

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Phone: (619) 692-8390

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**Grant Amount:****\$86,580****Year First Funded:****FFY 2002****Target Audience**

- Ages: PreKindergarten; Grade 1
- Ethnicities: African American; Latino; Caucasian
- Language: Spanish, English

**Settings**

Community Center; School

**Partners**

8 partners from: Parks and Recreation; Project LEAN; Head Start; WIC; Indian Health Council; San Diego State University; University of California, San Diego; Children's Hospital; San Diego County Breastfeeding Coalition

**Description**

The County of San Diego Health and Human Services' Improving the Health of Head Start Kid plans to partner with 10 Head Start sites to reach low-income children at risk for overweight. Head Start teachers, parents, and children will receive nutrition and physical activity education. The goals of the project are to improve the nutritional value of food consumed by children, to have children consume a minimum of five servings of fruits and vegetables per day, to increase physical activity to a minimum of 30 minutes of moderate exercise four times per week, and to increase participation in USDA nutrition assistance programs. Head Start teachers will receive nutrition education encouraging children to "eat-by-color" to reach 5 servings of fruits and vegetables per day. Parents will receive similar nutrition education and additional cooking demonstrations on low-fat, ethnic foods, and fruit and vegetable recipes acceptable to children of various cultures. A physical activity curriculum, developed by San Diego State University, will help Head Start teachers increase physical activity of children at their sites.

## SAN DIEGO STATE UNIVERSITY, DEPARTMENT OF EXERCISE AND NUTRITIONAL SCIENCES

*California Project LEAN Regional Lead Agency*

<b>Joan W. Rupp, MS, RD</b>	<b>Local Share:</b>	<b>\$201,150</b>
Department of Exercise and Nutritional Sciences	<b>State Share:</b>	<b>\$100,575</b>
San Diego State University	<b>Grant Amount:</b>	<b>\$100,000</b>
2208 14th Street	<b>Bone Health Grant Amount:</b>	<b>\$50,000</b>
Olivenhain, CA 92024-6809	<b>Year First Funded:</b>	<b>FFY 1998</b>
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### Target Audience

- Ages: Grades 5-12; Young Adults; Adults
- Ethnicities: Asian (5%); African American (5%); Latino (75%); Native American (2%); Pacific Islander (3%); Caucasian (10%)
- Language: Spanish, English

### Settings

Community Center; Clinic; School; Grocery Store; Faith Organization

### Partners

50 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; ACS; AHA; WIC; farm

### Description

The Southern Coast Project LEAN lead agency coordinates monthly meetings of the San Diego Nutrition Network (SDNN), a coalition of more than 50 partners addressing community issues related to nutrition and/or physical activity. LEAN staff and SDNN partners provide technical expertise to local media, and have been especially successful with media coverage related to exclusive soda contracts in the school environment.

The region will complete data collection from the 2002 Bone Health Campaign “Mas Leche 1%, Huesos Fuertes, Familia Saludable” for low-income, Spanish-speaking Latinas and implement the 2003 campaign in the targeted Escondido community. Intervention activities include taste tests and distribution of promotional literature in five retail grocery stores and large community events, and Promotoras de Salud (community health workers)-led classes for the target audience. Spanish-language radio and television commercials will run in the target area. A policy or organizational change will be identified, strategized, and implemented in 2003.

Between 8 and 12 mini-grants up to \$500 each will be awarded to agencies in San Diego and Imperial Counties for programs to increase fruit and vegetable consumption in multiethnic low-income individuals. The region will also use state share funds to further the expansion of the ¡Cocinando Saludable! (Healthy Cooking) curriculum to additional five SDNN partners. The region will also co-sponsor the 2003 Nutrition Month Essay/Poetry/Rap contest with San Diego City Schools by participating in judging and publicizing the contest, and participating in the school breakfast campaign “Breakfast = Improved Academic Learning” program. Promotional materials, signage, and nutrition education reinforcement items are expected to reach 64,250 students.

**SOUTHERN INDIAN HEALTH COUNCIL, INC. (SIHC)***LIA—Indian Tribal Organization Channel*

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Phone: (619) 445-1188 x204		
Fax: (619) 445-8047		
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Target Audience

- Ages: All Ages
- Ethnicities: African American (1%); Latino (30%); Native American (40%); Caucasian (29%)
- Language: Spanish, English

Settings

Community Center; Clinic; School; Tribal Reservations

Partners

Schools; Project LEAN; Native American Tribal Leaders/Communities

Description

Southern Indian Health Council, Inc. (SIHC), a nonprofit corporation, was founded in 1982 by a seven-tribe consortium. The goal of the Nutrition Services Department of SIHC, in partnership with the *Nutrition Network*, is to provide nutrition education on the importance of eating healthy with an emphasis on the 5 a Day principles; living a healthy lifestyle; along with, cooking and shopping classes. *Network* funding enables them to expand their nutrition education/intervention and physical activities efforts, as well as to develop new programs to further support the priorities of promoting healthy eating and increased physical activity among the target population.

Since many of the residents of the target population are located in extremely rural areas, the Nutrition Services staff participates in a wide variety of community based events such as, Health Fairs, the Commodity Foods Program, After-School Programs, Welfare to Work Program, Public School curriculums and Pow Wows. They also publish monthly newsletters, one for adults and one "Just For Kids."

Interactive classes designed for all ages, help participants to learn how to prepare healthy snacks/meals, individual modules include: for those on the go, cooking within a budget, foods for fuel and cut the fat, to name a few. Hands-on cooking classes and food tastings are provided to various age groups and encouragement of physical activity is always included in the programs.

**UNIVERSITY OF CALIFORNIA, SAN DIEGO, DIVISION OF COMMUNITY PEDIATRICS***5 a Day–Power Play! Campaign***Julie Sammons**

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 Division of Community Pediatrics  
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**Grant Amount:****\$100,000****Year First Funded:****FFY 2002**Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California, San Diego, Division of Community Pediatrics acts as the San Diego Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/ restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 75,000 impressions with the region's 37,700 low-income 9- to 11-year-old children. The San Diego Region includes San Diego and Imperial counties.

**UNIVERSITY OF CALIFORNIA, SAN DIEGO, DIVISION OF COMMUNITY PEDIATRICS***Latino 5 a Day Campaign*

**Blanca Meléndrez, MA**  
 Regional *Latino 5 a Day* Marketing Manager  
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 Website: www.sd5aday.org

**Grant Amount: \$105,000**

**Year First Funded: FFY 2002**

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Large Latino oriented festivals; Farmers'/flea markets; Supermarkets and neighborhood grocery stores; Direct health service providers and community based organizations; Television, radio, and print media outlets; Local elected officials and policymakers; Other community events that cater to the Latino community

Partners

22 partners

Description

The University of California San Diego, Division of Community Pediatrics serves as the regional lead agency for the *California Latino 5 a Day Campaign*. UCSD is charged with implementing the *Campaign's* community-level interventions throughout the San Diego Region, which includes Imperial and San Diego counties. UCSD also oversees the San Diego Regional 5 a Day Coalition consisting of *Latino 5 a Day* and *5 a Day—Power Play!* Subcommittees.

In 2003, the San Diego lead agency will seek to reach 210,000 Latino adults with the 5 a Day and physical activity messages by conducting outreach at large festivals, farmers'/flea markets, grocery stores and supermarkets, and other community events, such as health fairs and activities sponsored by the Mexican Consulate. The lead agency also will distribute the *5 a Day and Physical Activity Toolbox for Community Educators* and the *Latino 5 a Day Outreach Kit* to direct health service providers and community based organizations that are interested in reaching the Latino community with the 5 a Day and physical activity messages. The lead agency will participate in three regional media tours and work to secure partnerships with local media, including Spanish-language and Latino-targeted English language television, radio, and print publications. UCSD will seek to address access to fruits and vegetables by working with local farmers'/flea markets, WIC agencies, and agricultural industry representatives to assess barriers and develop strategies for reducing the barriers. Lastly, the San Diego lead agency will encourage local government offices, as well as regional partners to adopt the American Cancer Society's Meeting Well guidelines as part of their organizational policies and practices.



**UNIVERSITY OF CALIFORNIA, SAN DIEGO, DIVISION OF PEDIATRICS***LIA—College/University Channel*

<b>Todd Galati, MA</b>	<b>Local Share:</b>	<b>\$201,212</b>
Project Manager	<b>State Share:</b>	<b>\$100,606</b>
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La Jolla, CA 92093-0927		
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Target Audience

- Ages: Grade 4; Adults
- Ethnicities: Asian (11%); African American (6%); Latino (78%); Caucasian (2.5%); (Not Specified) (2.5%)
- Language: Spanish, English

Settings

School; Parent Room at School

Partners

8 partners from: Schools; Project LEAN; University of California Cooperative Extension; *Latino 5 a Day Campaign*; *5 a Day—Power Play!*; San Diego Children's Hospital; San Diego Nutrition Network; San Diego Coalition on Obesity

Description

Nutrition Link is a unique nutrition education program that utilizes technology to bring nutrition education into the classroom through web-based nutrition lessons. Nutrition Link integrates lessons based on the Dietary Guidelines for Americans and Healthy People 2010 Suggestions with core subjects such as reading, writing, arithmetic, and geography to meet education standards while also providing quality nutrition education. Web lessons topics include *5 a Day*, Food Guide Pyramid, Food Labels, Low Fat Eating, Healthy Dining, Healthy Snacks, Hydration, Vitamins and Minerals, and balancing energy intake with activity. The Nutrition Link Education Team develops the web lessons through support from the *California Nutrition Network*. This team consists of a Pediatrician, Registered Dietitian, Exercise Physiologist, and Web Designer from the Division of Community Pediatrics at the University of California, San Diego.

Nutrition Link is being implemented with four fourth-grade classes (120 students) at Rosa Parks Elementary School in Mid-City San Diego. These fourth graders also participated in the third-grade Nutrition Link web lessons during their third-grade school year. Rosa Parks has over 1560 students in grades K-5, 99 percent of who are eligible for the free lunch program, and it is ethnically diverse with 74 percent Latino students and over 80 percent of the students speaking English as a second language. The Nutrition Link team also works with parents and families at Rosa Parks by opening up the web lessons to computer users in the Parents Computer Lab, and by scheduling UCSD Pediatric Residents to conduct monthly nutrition and health talks.

**VISTA UNIFIED SCHOOL DISTRICT—CHILD NUTRITION SERVICES***LIA—School/District Channel***Robin L. Pelletier**3900 Fifth Avenue—Suite 310  
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**Local Share:****\$194,639****State Share:****\$97,308****Year First Funded:****FFY 2002**Target Audience

- Ages: Grades 1-12
- Ethnicities: Asian (2.4%); African American (6.5%); Latino (42.6%); Pacific Islander (1.2%); Caucasian (42.9%)
- Language: Spanish, Tagalog, English

Settings

School

Partners

Schools; School Food Service; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

Child Nutrition Services (CNS) is a department of the Vista Unified School District. Their mission is to enhance and support the educational processes of the district by conducting the following activities:

Cafeteria and central kitchen nutrition tours are conducted for one hour. Nutrition education activities include a costume worn by a staff person which is the USDA food guide pyramid on one side and a slice Nino's pizza is the backside. Students also receive healthy tasting and letters to bring home to their parents which explain the day's event and information about the child nutrition services.

Back to School Nights offer the opportunity for cafeteria site managers to host a booth to educate students and parents about the child nutrition service department, menu selections, National School Lunch and School Breakfast Programs.

Classroom cooking and interactive food demonstration activities which include the Kids Are Cooking curriculum sponsored by USDA.

Working with Nino's pizzeria and franchises to provide students with healthy lunches. Pizzas are made on whole wheat crusts and include a variety of vegetable toppings.

NutriKids menu analysis is printed on weekly menus. NutriKids is a nutrition software program utilized by school food service programs to analyze recipes, entrees, and menu selections to provide the nutritional breakdown of individual servings. The breakdown includes total fat, protein and carbohydrate grams and calories in meals served to the students.

# III. Projects of Statewide Significance

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**CALIFORNIA FRUIT AND VEGETABLE INTAKE CALIBRATION STUDY***Cancer Research Projects*

<p><b>Charles A. Disogra, DrPH</b> UCLA Center for Health Policy Research 10911 Weyburn Avenue Suite 300 Los Angeles, CA 90024 Phone: (310) 794-0946 Fax: (310) 794-2686 Email: cdisogra@ucla.edu</p>
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*Description*

The priority of the California Department of Health Services is to increase the fruit and vegetable intake of Californian population as a strategy to reduce cancer risk. This effort has been tracked every other year since 1989 with the California Dietary Practices Survey (CDPS). The calibration study examines differences in the number of servings of fruits and vegetables in the general population, particularly among white, Latino, African-American groups and low-income persons. The survey is conducted in the same way as the CDPS. Because of the planned large sample sizes, this study can examine differences in detail across race/ethnic and socio-economic groups. The large sample sizes also makes the results statistically more precise than past surveys.

This study is the largest and most precise fruit and vegetable intake study in California using CDPS methods. A key aim is to measure variation in California's fruit and vegetable intake during different seasons of the year. This allows researchers to adjust both past and future survey data for the different effects of season. If seasonal differences are significant, especially for Latinos or African-Americans, it may help explain the dramatic trends that have been reported in these two groups based on past surveys. As part of this research a new short form version of the CDPS was developed and is also being tested. This will be compared to the full-length (more expensive) CDPS method. A means of adjusting the difference between these two methods will be developed so that the short-form method may potentially be used for future low-cost tracking surveys.

As Year 07 begins, project sample goals are being met, and the project is within budget. By December of Year 07 data collection will be complete and data analysis and report writing will commence. Nearly 11,000 participants will be interviewed distributed evenly among the four seasons being studied. The information collected in this study will be a valuable resource for future research and establish a solid baseline for continued tracking of fruit and vegetable intake into the twenty-first century.

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**CANCER PREVENTION FOR AFRICAN-AMERICANS IN LOS ANGELES***Cancer Research Projects*

**Diana L. Cassady, DrPH**  
University of California, Davis  
Davis, CA 95616  
Phone: (530) 754-5550

*Secondary Contact:*

**Valerie Loduem**  
Community Partner  
American Heart Association  
Los Angeles, CA

*Description*

Some estimates suggest that changes in diet could reduce cancer deaths by as much as one-third. Increasing the availability of cancer-preventing foods has demonstrated potential to increase consumption of these foods, thereby making a significant contribution to cancer prevention in a population at high risk for prostate and other cancers.

The incidence of prostate cancer among African-American men is nearly 60 percent higher than among white men, and incidence of diet-related cancers is higher among African-Americans compared to other ethnic groups. A diet low in fat and rich in fruits and vegetables appears to be protective against prostate and other cancers. However, nearly half of the African Americans in California eat two or fewer daily servings of fruits and vegetables—a level of consumption associated with much greater cancer risk. A statewide survey shows that while lower-income households eat in restaurants less frequently, they are more likely to dine in fast food restaurants and eat high-fat foods.

This research was funded during Year 05 as a Pilot Community-Initiated Research Collaboration Award (CIRCA), addressing the Cancer Research Program's priority area of primary prevention. It was funded as a CIRCA Full 3-year project beginning Year 06. This project addresses the Cancer Research Program's priority area of primary prevention. Specifically, the project explores "new approaches or policies to remove or mitigate barriers to the adoption of behaviors that have been shown or are believed to reduce or prevent cancers" in Mid and South Central Los Angeles by increasing the availability of low-fat foods and fruits and vegetables in 10-15 grocery stores and restaurants. The target audience for this project is African American residents of four neighborhoods in Mid and South Central Los Angeles.

The project's primary hypothesis is: Holding prices constant, increasing the availability of low-fat dairy and meat, high fiber breads, and higher quality fruits and vegetables in grocery stores will significantly increase consumption of those products. This hypothesis will be investigated using weekly sales data from grocery stores in the intervention and comparison communities, along with new data collected bi-weekly on quality and availability, as measured by shelf space allocated to key food products. A statistical analysis will examine the relative contribution of availability, price, and quality on the purchase of cancer preventing foods. This research will help meet the project's aims:

1. Fully implement a community advocacy model to work with 10-15 grocery stores and restaurants to increase the availability and quality of healthy foods offered.

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2. Scientifically examine changes in purchasing of healthy foods by investigating a) the effects of availability, price, and quality on purchasing healthy foods in grocery stores and b) the impact of increasing the availability of healthy food choices in family-style restaurants on sales of these choices
  3. Widely disseminate the results of the project to community members, decision makers, and researchers in public health and economics.

Local radio station KJLH, The African-American owned local radio station, KJLH, has become a partner in this project. Year 07 activities in progress and planned include:

- Free radio and print ads with healthy food tips featuring area restaurants that make positive healthy food choice changes
- Healthy eating community workshops with tastings hosted by restaurants implementing new menu choices. Over 200 people participated in the first set of workshops in Inglewood
- Links between the popular KJLH website and that of the American Heart Association
- Development of relationships with local and corporate grocery retailers to initiate store tours and designate promotional shelf space for healthy food choices.

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**CANCER PREVENTION: NUTRITION EDUCATION AMONG LOW-INCOME  
VIETNAMESE-AMERICANS IN CALIFORNIA***Cancer Research Projects*

<p><b>Dr. Joanne Ikeda, MA, RD</b> University of California, Berkeley Department of Nutritional Sciences and Toxicology 223 Morgan Hall #3104 Berkeley, CA 94720-3104 Phone: (510) 642-2790 Fax: (510) 642-4160 Email: jikeda@socrates.berkeley.edu</p>
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*Description*

The Vietnamese population is the fastest growing ethnic minority in the United States as well as the fastest growing Asian/Pacific Islander population in California. Currently, one in every hundred Californians is Vietnamese. The majority of Vietnamese Americans are recent immigrants who do not speak or read English. Many families have very limited incomes and qualify for a variety of government nutrition programs such as Food Stamps and free school meals. Preliminary studies suggest that after immigrating to the United States, Vietnamese consume more high-fat, high-cholesterol, high-sodium foods and seasonings and fewer fruits and vegetables than they did in their homeland. (Hung 1995). While evidence points to the protective role played by the consumption of fruits and vegetables in cancer prevention, and a minimum of 5 serving of fruits and vegetables a day is recommended, the mean intake by Vietnamese Californians, according to the same source, is 3.1 per day (versus 4.3 serving among the general U.S. population). Vietnamese Americans adopt a sedentary lifestyle and do not exercise regularly (County of Orange Health Care Agency, Assessment Report, 1998). Among Vietnamese Americans, 43.6 percent of deaths are due to heart disease and cancer (California Vital Statistics, 1987).

The University of California Cooperative Extension (UCCE) serves the most disadvantaged low-income families through its Expanded Food and Nutrition Education Program (EFNEP). UCCE's nutrition specialists provide nutrition education expertise to EFNEP. The coordinator of the Adult EFNEP program works with both state specialists and county home economists to ensure program quality. Paraprofessional Nutrition Education Assistants (NEAs) are the "front line" workers in term of delivering nutrition education to low-income families. NEAs are hired, trained, and supervised by the home economists and are indigenous to their target population and facilitates understanding of the problems and ambitions of those being taught, and when appropriate, speak the language.

In this program, local EFNEP paraprofessionals, who are bilingual and bicultural, deliver culturally relevant nutrition education designed to help low-income Vietnamese participants understand the relationship between diet and cancer. The NEAs support participants as they make changes in their diet to reduce the risk of cancer.

This is a community-based project. The first advisory board meeting was held in February 2000. During Year 05, four focus groups (N=32, 21-78 yo) met in Sacramento, San Francisco, Santa Clara, and Orange County to identify cancer-related knowledge, behavior and beliefs of the under-served Vietnamese population and has used this research to guide the development of Vietnamese language diet and lifestyle change educational materials and training materials for community educators, which were pilot-tested during Year 06. The Vietnamese lessons on diet,

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physical activity, alcohol, and tobacco use, as well as their English translation, can be found at <http://nutrition.berkeley.edu/extension/vietnamese.health/>.

During Year 06 UCCE also recruited and trained EFNEP and FSNEP nutrition paraprofessionals (NEAs) to teach the nutrition education sessions at Nutrition Home Gatherings. The paraprofessionals recruit low-income Vietnamese immigrants to serve as hosts for these gatherings. Hosts invite acquaintances, friends and co-workers to attend the sessions. UCCE bilingual professional nutritionists, who are located in the Nutritional Sciences Department at UC Berkeley, teach the paraprofessionals to deliver lessons about the link between diet, physical activity, and cancer. Hosts and participants receive small incentives and Vietnamese language educational materials.

Self-administered baseline surveys are collected at the first nutrition education session and again at the end of the last session. A follow-up survey is administered by phone one month later. The surveys collect data on demography, knowledge and attitudes regarding the relationship between diet and cancer, changes in fruit and vegetable intake as well as other self-reported dietary changes made as a result of program participation.



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**PUBLIC HEALTH INSTITUTE—EXAMINATION OF COMMUNICATION FACTORS  
AFFECTING POLICYMAKERS***Cancer Research Projects***Peggy Agron**

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California Project LEAN  
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Sacramento, CA 94234-7320  
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*Description*

Health and lifestyle behaviors can cause death, disease, and cancer. Some cancers have been linked to dietary factors such as low fruit and vegetable consumption. Diet patterns nationwide have, in part, resulted in crisis proportions of obese children and placed these youth at risk for chronic diseases such as cancer in adulthood. Obesity now affects one in five children in the United States. Two-thirds to three-quarters of obese adolescents will become obese adults. Poor and/or minority teens are especially at-risk for related health problems.

Schools provide over one third of meals eaten by youth outside of the home. Although the National School Lunch program is required to meet dietary standards, items sold in vending machines, school stores, etc., are exempt. School boards set and enforce local public school policy. They can eliminate policies creating barriers to healthy eating and institute policies encouraging healthy eating.

California Project LEAN, the University of South Florida, the California School Boards Association, the California PTA, and ten California communities formed a partnership to determine if a social marketing communications campaign can increase school board members' support for school nutrition policies. Based on research during the pilot grant, the current project involves creating sample nutrition policies, advertisements and articles, publishing a nutrition policy handbook in Year 07, and participating in state and local-level nutrition policy workshops. A survey of California school board members will determine if knowledge and support for school nutrition policies is affected.

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**UNIVERSITY OF CALIFORNIA, DAVIS, CENTER FOR ADVANCED STUDIES IN NUTRITION AND SOCIAL MARKETING (CASNSM)***Cancer Research Projects***Diana Cassady, DrPH**

Assistant Professor &amp; Center Director

Dept. of Epidemiology &amp; Preventive Medicine

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*Description*

The Center was established in 1999, and uses a multidisciplinary approach to develop methods for program evaluation, provide training and technical assistance, and examine market research and economic trends to promote healthy nutritional practices for cancer prevention in the California population. The Center brings together faculty from the UC Davis School of Medicine including the Departments of Epidemiology and Preventive Medicine, Clinical Nutrition, and the Cancer Center as well as the College of Agricultural and Environmental Sciences, and Departments of Nutrition and Communication. In addition, outside consultants with expertise in nutrition interventions, social marketing and evaluation are involved in the Center. The Center has two aims. The first aim is to conduct research to increase the effectiveness of nutrition and physical activity social marketing campaigns. The second aim is to provide resources and education for community practitioners to strengthen nutrition and physical activity social marketing campaigns. Projects planned for the next two years include developing a social marketing project to increase participation in the School Breakfast Program, implementing an on-line library of evaluation tools for use by local agencies, and to sponsoring small grants for UC Davis researchers on topics in applied nutrition research, such as advanced data analysis of the California Health Interview Survey.

## CALIFORNIA CHILDREN'S DENTAL DISEASE PREVENTION PROGRAM

### DHS Statewide Programs

<b>Helen Nunez Cruz</b>	<b>Local Share:</b>	<b>\$397,189</b>
P.O. Box 942732	<b>State Share:</b>	<b>\$198,595</b>
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### Target Audience

- Ages: Young Adults; Adults
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, English

### Settings

Community Center; School; Community Health Fairs

### Partners

32 partners from: Schools; Local Health Department; Non-Profit Agencies

### Description

The California Children's Dental Disease Prevention Program (CCDDPP) will be developing and implementing a Parent Oral Health and Nutrition Education project as part of the *Nutrition Network* Local Assistance Incentive Program. Since the inception of the CCDDPP, there has never been a component that reaches the parents of the children we provide education and services to. The goal of the project is to educate parents on what the children learn in the CCDDPP, therefore, parents can reinforce the positive health behaviors at home. Thirty local programs will be participating in this voluntary component by providing parent education in their communities. They will focus their efforts at educating parents whose children attend elementary schools that have at least a 50 percent free and reduced school lunch percentage. The State Office of Oral Health-CCDDPP has developed parent oral health and nutrition education curriculum that will be field-tested in northern, central and southern California, reaching the urban, agricultural and migrant populations. Pre and posttests and evaluations will be given to the parents to complete and will be used to determine if educational materials are relevant and easily understood by the parent population. The curriculum focuses on oral health, emphasizing nutrition and the importance of choosing healthful foods in preventing dental decay.

A 3' x 4' educational display was designed for use at parent education meeting and local health fairs. The three-panel display incorporates information on how to read nutritional fact labels, using the food guide pyramid and what counts as a serving size. Additional information resources from *California 5 a Day Campaign* and USDA will be provided to the local programs for nutrition education. The State CCDDPP will train all local CCDDPP Coordinators on the administration, implementation and program requirements of the Parent Oral Health and Nutrition Education Project.

**CANCER DETECTION SECTION***DHS Statewide Programs***Ruth Braun**, PHN, MSN

California Department of Health Services

Cancer Detection Programs: Every Woman Counts

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**Local Share:****\$103,131****State Share:****\$50,000****Year First Funded:****FFY 1999***Secondary Contact:***Malati Chenik**, RD

California Department of Health Services

Cancer Detection Programs: Every Woman Counts

PO Box 942732 MS 7203

Sacramento, CA 942347320

Phone: (916) 449-5279

Fax: (916) 449-5310

Email: mchenik@dhs.ca.gov

Target Audience

- Ages: Adults
- Ethnicities: Asian; African American (3%); Latino (65%); Native American (0.4%); Pacific Islander (11%); Caucasian (13%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Mandarin, English

Settings

Clinic; Local Health Departments and Hospitals

Partners

10 partners from: Local Health Department; Clinics and hospitals

Description

The Cancer Detection Section (CDS) project for the year 2002-2003 will provide support for selected healthy lifestyle activities carried out by ten Regional Cancer Detection Partnerships across California. The funds will be used to reproduce the "Healthy Lifestyle Curriculum in Reducing the Risk of Breast Cancer," and to support the adaptation, development and purchase of educational materials to augment the Healthy Lifestyle Curriculum to selected women in the Regional Partnerships. The resulting activities will be tracked and reported at the end of the contract year.

**PRIMARY CARE AND FAMILY HEALTH DIVISION (PCFH)***DHS Statewide Programs*

<b>Linda L. Cowling, MPH, RD</b>	<b>Local Share:</b>	<b>\$1,489,708</b>
Public Health Nutrition Specialist	<b>State Share:</b>	<b>\$744,854</b>
California Department of Health Services	<b>Grant Amount:</b>	<b>\$350,000</b>
3901 Lennane Drive	<b>Year First Funded:</b>	<b>FFY 1996</b>
Sacramento, CA 95834		
Phone: (916) 928-8502		
Fax: (916) 928-0610		
Email: lcowling@dhs.ca.gov		

**Description**

Children's Medical Services (CMS) purchased nutrition education materials for older children and adolescents. They will also continue with the nutrition pilot projects started in FFY 2001. The pilots are being conducted in Merced and Sonoma, and the purpose is to increase and improve collaboration of nutrition projects between community, state, and county agencies. The nutritionists for this project will develop and implement community concepts/actions related to community gardens; prevention and interventions related to childhood obesity, diabetes, prevention of anemia, prevention of low birth weight, and/or development and coordination of educational materials and other nutrition-related projects.

The Maternal and Child Health Branch developed and printed education materials. Materials are about oral health, nutrition for early childhood, preventing anemia in African-American women, and Adolescent Family Life Program (AFLP) adolescent nutrition guidelines.

PCFH planned and conducted a follow-up conference to the Childhood Obesity Conference (held in 2001) that addressed the development of creative strategies to this ever-increasing problem. The follow-up conference, held in the winter of 2003, covered the best practices of those working with childhood obesity. PCFH also released a Request For Application (RFA) that seeks qualified applicants from local programs, agencies and communities to develop effective plans and/or interventions that impact healthy eating, and physical activity behaviors of low-income children and their parents and caregivers.

## ALAMEDA COUNTY OFFICE OF EDUCATION—CALIFORNIA HEALTHY KIDS RESOURCE CENTER (CHKRC)

### *Statewide Projects*

<b>Deborah Wood, PhD</b>	<b>Grant Amount:</b>	<b>\$100,000</b>
313 West Winton Ave	<b>Year First Funded:</b>	<b>FFY 2001</b>
Hayward, CA 94544		
Phone: (510) 670-4581		
Fax: (510) 670-4582		
Email: dwood@acoe.k12.ca.us		

### Target Audience

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander
- Language: Spanish, Vietnamese, Hmong, Cantonese, Korean, Khmer, Mandarin, English

### Settings

Materials can be used in a variety of settings.

### Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN

### Description

Located at the Alameda County Office of Education, CHKRC is a comprehensive health education library, training and technical assistance center primarily funded by the California Department of Education. The CHKRC provides peer reviewed health instructional resources, school health laws, research summaries, technical assistance and training to educators and other professionals working with preschool-grade 12 youth in California.

The CHKRC has a *Network* grant to increase outreach, training and technical assistance to professionals serving *Network* target school districts, districts with greater than 50 percent of students eligible for free or reduced price meals and other contractors serving children and youth. These efforts are designed to increase *Network* contractor access to and implementation of resources available from the CHKRC. Specific objectives of the grant include evaluating nutrition instructional materials developed and used by LIAs, and those potentially appropriate for instruction with low-income culturally diverse and/or non-English speaking students. They will also promote the use of high quality nutrition education materials by providing trainings to *Network* contractors, acquire peer-reviewed materials for distribution, and analyze and share the results of the LIA School District Needs Assessment Survey conducted last year.

## **CALIFORNIA CENTER FOR RESEARCH ON WOMEN AND FAMILIES (CCRWF): CALIFORNIA WORKING FAMILIES POLICY SUMMIT**

### *Statewide Projects*

<b>Kate Karpilow, PhD</b>	<b>Grant Amount:</b>	<b>\$125,000</b>
California Center for Research on Women and Families	<b>Year First Funded:</b>	<b>FFY 2001</b>
1654 Solano Avenue, Suite D		
Berkeley, CA 94707		
Phone: (510) 559-2696		
Fax: (510) 559-2699		
Website: <a href="http://www.ccrwf.org">www.ccrwf.org</a>		

### Target Audience

State and local policymakers, advocates, non-profit leaders, service providers

### Settings

The Summit is held in Sacramento with a particular focus on the Legislature and Administration. The materials are made available statewide via the CCRWF website, [www.ccrwf.org](http://www.ccrwf.org).

### Partners

50 partners from: Legislative Caucuses; Non-profit organizations; Various state departments

### Description

The California Center for Research on Women and Families' (CCRWF) California Working Families Policy Summit provides a policy development process for leading advocates to develop consensually-based policy agendas on priority issues, with the goal of addressing the needs and furthering the aspirations of California's working families.

In partnership with an advisory committee of about 15 agency representatives, CCWRF also will develop **Understanding Nutrition and Physical Activity: A Primer for Service Providers and Policy Makers**. This is one in a series of primers offered to assist practitioners and policy leaders in advancing their basic knowledge of complex social service programs by describing federal and state programs, how they are administered, and issues they are addressing. Its purpose is to reduce categorical barriers and develop a seamless network of services where consumers are central and the best use is made of all available resources. The Primer will be distributed to local, regional, and state policymakers, *Network* partners and contractors, and a broad spectrum of advocacy and service organizations.

## CALIFORNIA ELECTED WOMEN'S ASSOCIATION FOR EDUCATION AND RESEARCH (CEWAER)

### *Statewide Projects*

<b>Cathrine Lemaire</b>	<b>Grant Amount:</b>	<b>\$150,000</b>
California State University, Sacramento	<b>Year First Funded:</b>	<b>FFY 1998</b>
6000 J Street		
Sacramento, CA 95819-6100		
Phone: (916) 278-3870		
Fax: (916) 278-3872		
Email: cathrine@caelectedwomen.org		

#### Target Audience

The information we share is directed at state and local policy makers to educate them on the issue of childhood nutrition and physical activity. We hope our efforts will affect children ages K-12—of all ethnicities, and particularly those in low income families—by recommending policy action.

#### Settings

Events geared toward these policy makers take place in the form of legislative briefings, policy breakfasts, etc., and are held at the Capitol and in area hotels.

#### Description

The California Elected Women's Association for Education and Research (CEWAER) is a non-profit, non-partisan organization committed to giving women the tools they need to be effective policy makers. CEWAER's membership consists of women at all levels of government, both elected and appointed.

CEWAER's nutrition projects focus on educating policy makers at the local and state levels on the growing obesity epidemic including giving a broad background on ways to encourage healthy eating by California's young people.

Through policy breakfasts, newsletters, conference calls, personal visits and legislative briefings, CEWAER goal is to not only education policy makers on how to effectively deal with this issue, but give them contacts and resources that can advise them on how to make informed, proactive decisions when considering nutrition policy.

By hosting policy breakfasts, coordinating legislative briefings and working with other stakeholders, CEWAER is in the unique position to influence public policy by reaching out, across party lines, to policy makers and give them the tools they need to effectively find solutions to ensure that California's children are healthy. While CEWAER does not "lobby" we do educate policy makers and because of CEWAER's reputation both at the state and local levels, CEWAER is able to impact policy makers on this important issue.

CEWAER goal is to develop collaborations among those "on the battle field" and those people setting the policy in hopes of being able to find solutions to this growing problem. We also focus our education efforts on stakeholders with the CEWAER organization by including information on this project in our mailings, including CEWAER's quarterly newsletter.

CEWAER is committed to providing policy makers at all levels with recommendations on what they can do to combat this growing problem.



**COMMUNITY FOOD SECURITY COALITION***Statewide Projects*

<b>Tori Kjer</b> PO Box 209 Venice, CA 90294 Phone: (310) 822-5410 Fax: (310) 822-1440 Email: tori@foodsecurity.org	<b>Grant Amount:</b>	<b>\$100,000</b>
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Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: No specified language target population

Settings

Community Center; School; Grocery Store; Farmers' Market; Faith Organization; All community settings where food access is involved

Partners

Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Community-based organizations; Farm and agriculture

Description

The Community Food System Assessment Project (CFSAP), directed by the Community Food Security Coalition (CFSC) provides information, training, mentoring and technical assistance to individuals, groups and organizations to plan, implement or expand assessments of their local food system. The project provides up to 200 copies of CFSC's community food assessment guidebook known as "Weaving the Food Web," as a starting point and reference guide for many local food system assessment projects at various stages of development. The project also is doing an inventory of who and what organizations have done food system assessment in California, what stage of development or completion they are in, and what the major findings indicate for concerted action in those communities.

The project will also conduct a series of eight beginning and advanced workshops led by experienced trainers on how to plan and conduct community food assessments with followup in the form of one-on-one mentoring and technical assistance as required. The project will also work with regional and state level organizations to encourage the pooling of ideas and resources to show that gaps in local food systems often can be filled by well coordinated policy development and strong policy leadership. The project will convene a statewide meeting of food system assessment planners, practitioners, and supporters to identify a common set of high priority local food system needs that perhaps can only be addressed by the development of state or federal policies or legislation, along with the possible establishment of a state level food policy council.

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San Francisco, City and County of, Department of Public Health	157
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Cancer Prevention: Nutrition Education among Low-Income Vietnamese-Americans in California	186
Public Health Institute - Examination of Communication Factors Affecting Policymakers	188
University of California, Davis, Center for Advanced Studies in Nutrition and Social Marketing (CASNSM)	189

## **DHS STATEWIDE PROGRAMS**

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Alondra Church of Christ	85
Apostolic Faith Home Assembly, Inc. (AFHA)	86
Baptist Church of the New Covenant	87
East Oakland Faith Deliverance Center	14
Faith Based Community Development Corporation	167
Faith Temple Church	72
Greater St. Stephen Baptist Church Health Ministry (Eating for Life)	58
Holy Faith Episcopal Church	99
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Loveland Church	73
Pasadena Church of God	111
Revival Time Community Church of God in Christ	172
Second African Methodist Episcopal Church	119
Temple Community Outreach Center	82
University of California Cooperative Extension, San Mateo County	27

### **FOOD SECURITY**

Alameda County Community Food Bank	1
Community Resource Center (CRC): Nutrition Now	166
Community Services Planning Council Sacramento Hunger Commission	56
Ecology Center: Farm Fresh Choice Project	16
Food for People, Inc.	135
Fresno Metro Ministries	36
Los Angeles Coalition to End Hunger and Homelessness	103
Pomona Inland Valley Council of Churches (PIVCC): Food Security Outreach Initiative	115
San Francisco Food Systems Council - c/o SFDPH-EHS	155
Sustainable Economic Enterprises of Los Angeles - Hollywood Farmers' Market	120
University of California Cooperative Extension, Placer County, Building Partnerships to Address Community Food Security and System Needs	69
West Contra Costa Fresh Food Access Project	29

### **HEALTHY CITIES AND COMMUNITIES**

Berkeley, City of, Department of Public Health - Healthy Cities	9
Duarte, City of, Parks and Recreation Department	93
Pasadena, City of	112
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### **LIA - CITY-GOVERNMENT CHANNEL**

Manila Community Services District	139
Montclair, City of	74
Pasadena, City of	114

### **LIA - COLLEGES/UNIVERSITIES CHANNEL**

California State University, Chico, Rural Northern CA Nutrition Network	160
California State University, Fresno, Center for Health & Human Services	32
California State University, Los Angeles	89
California State University, Northridge	90
Compton Community College	91
East Los Angeles College	96
Fullerton College - North Orange County Community College District	147
Grossmont-Cuyamaca College	168
Long Beach City College	100
Los Angeles Trade Technical College	107
San Diego Community College District	173
University of California, Davis, Department of Epidemiology and Preventive Medicine	70
University of California, Los Angeles, Charles R. Drew University of Medicine and Science	123
University of California, San Diego, Division of Pediatrics	181

### **LIA - COUNTY OFFICES OF EDUCATION CHANNEL**

Alameda County Office of Education - Rock La Fleche Community School	6
Fresno County Office of Education	35
Humboldt County Office of Education	137
Mono County Office of Education	61
Orange County Department of Education	151
Shasta County Office of Education - Nutrition Services	162
Tulare County Office of Education, School Health Programs	45

### **LIA - INDIAN TRIBAL ORGANIZATIONS CHANNEL**

California Rural Indian Health Board, Inc. (CRIHB)	55
Indian Health Council (IHC)	171
Lake County Tribal Health Consortium, Inc.	138
Southern Indian Health Council, Inc. (SIHC)	178
United Indian Health Services (UIHS)	145
Urban Indian Health Board, Inc. (UIHBI)	28

## **Organizations Listed by Contract Type**

### **LIA - LOCAL HEALTH DEPARTMENTS CHANNEL**

Alameda County Health Care Services Agency, Nutrition Services	3
Alameda County Health Care Services Agency, WIC Program	5
Berkeley, City of, Department of Public Health	8
Contra Costa County Health Services Department	12
Fresno County Department of Community Health	34
Imperial County Public Health Department	169
Kern County Department of Public Health	39
Los Angeles County Public Health Services and Program	106
Marin County Department of Health and Human Services	18
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Orange County, Children and Families Commission of	150
Placer County Department of Health and Human Services	62
Riverside County Health Services Agency - Prop 10	76
Sacramento County Department of Health and Human Services - Clinic Services	64
Sacramento County Department of Health and Human Services - WIC	65
San Diego County Health and Human Services Agency	175
San Francisco, City and County of, Department of Public Health	158
San Joaquin County Public Health Services (SJPHS)	66
San Mateo County Health Services Agency	21
Santa Cruz County Health Department	133
Solano County Health and Social Services Department	67
Sonoma County Department of Health Services	143
Stanislaus County Health Services Agency (HSA)	68
Tulare County Health and Human Services Agency - WIC Program	44
Ventura County Public Health Department	52
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### **LIA - PARKS AND RECREATION CHANNEL**

Daly City, Doelger Senior Center, Parks and Recreation Department	13
Duarte, City of, Parks and Recreation Department	95
San Bernardino Parks and Recreations and Community Services	81
San Diego County Department of Parks and Recreation	174

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### **LIA - SCHOOLS/DISTRICTS CHANNEL**

ABC Unified School District (ABCUSD)	83
Alhambra School District	84
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Bellflower Unified School District	88
Berkeley Unified School District	7
Cajon Valley Union School District	165
Chico Unified School District	161
Del Norte Unified School District	134
Downey Unified School District	92
East Side School District - Andrew Hill High School	15
El Monte City School District	97
Elk Grove Unified School District, Food and Nutrition Services	57
Farmersville Unified School District	33
Fresno Unified School District	37
Greenfield Union School District	38
Hawthorne School District	98
Hayward Unified School District	17
Huntington Beach Union High School District	148
Kernville Union School District Family Resource Center	40
Lamont School District	41
Long Beach Unified School District	101
Los Angeles Unified School District	108
Madera Unified School District	42
Monrovia Unified School District	109
Montebello Unified School District - Nutrition Services	110
Mount Diablo Unified School District - After School Program	19
Newport - Mesa Unified School District	149
Oakland Unified School District	20
Orange Unified School District	154
Redondo Beach Unified School District	116
Roseland School District	141
Rosemead School District	117
Sacramento City Unified School District	63
San Francisco Unified School District - School Health Programs Department	156
Santa Clarita Valley School Food Services Agency	118
Santa Cruz City Schools - Branciforte Elementary	132
Ukiah Unified School District	144
Vaughn Next Century Learning Center	124
Ventura Unified School District	54
Visalia Unified School District	49
Vista Unified School District - Child Nutrition Services	182
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## **Organizations Listed by Contract Type**

### **LIA - UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION CHANNEL**

University of California Cooperative Extension, Alameda County - Child and Youth Nutrition Program	24
University of California Cooperative Extension, Alameda County, Family and Consumer Services	26
University of California Cooperative Extension, Los Angeles County	122

### **PCFH HEALTHY EATING AND CHILDHOOD OVERWEIGHT PREVENTION GRANTS**

Berkeley, City of, Department of Public Health - WIC	11
Imperial County Public Health Department	170
Los Angeles County Department of Health Services	105
San Benito Health Foundation	131
San Bernardino County Department of Public Health	80
San Diego County Health and Human Services Agency	176
San Francisco, City and County of, Department of Public Health	159
Ventura County Public Health Department	53

### **PHYSICAL ACTIVITY AND NUTRITION RESOURCE CENTERS**

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Riverside County Community Health Agency	75
Weingart YMCA	125

### **STATEWIDE PROJECTS**

Alameda County Office of Education - California Healthy Kids Resource Center (CHKRC)	193
California Center for Research on Women and Families (CCRWF): California Working Families Policy Summit	194
California Elected Women's Association for Education and Research (CEWAER)	195
Community Food Security Coalition	196



# ORGANIZATIONS LISTED BY COUNTY

## **ALAMEDA COUNTY**

Alameda County Community Food Bank	1
Alameda County Department of Education/Oakland YWCA	2
Alameda County Health Care Services Agency, Nutrition Services	3
Alameda County Health Care Services Agency, WIC Program	5
Alameda County Office of Education - Rock La Fleche Community School	6
Berkeley Unified School District	7
Berkeley, City of, Department of Public Health	8
Berkeley, City of, Department of Public Health - Healthy Cities	9
Berkeley, City of, Department of Public Health - WIC	11
East Oakland Faith Deliverance Center	14
Ecology Center: Farm Fresh Choice Project	16
Hayward Unified School District	17
Oakland Unified School District	20
University of California Cooperative Extension, Alameda County	23
University of California Cooperative Extension, Alameda County - Child and Youth Nutrition Program	24
University of California Cooperative Extension, Alameda County, Family and Consumer Services	26
Urban Indian Health Board, Inc. (UIHBI)	28

## **BUTTE COUNTY**

California State University, Chico, Rural Northern CA Nutrition Network	160
Chico Unified School District	161
University of California Cooperative Extension, Butte County	164

## **CONTRA COSTA COUNTY**

Contra Costa County Health Services Department	12
Mount Diablo Unified School District - After School Program	19
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## **FRESNO COUNTY**

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Fresno Unified School District	37
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University of California Cooperative Extension, Fresno County	46
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### **HUMBOLDT COUNTY**

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Humboldt County Health and Human Services Department, Public Health Branch	136
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### **IMPERIAL COUNTY**

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### **KERN COUNTY**

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### **LAKE COUNTY**

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### **LOS ANGELES COUNTY**

ABC Unified School District (ABCUSD)	83
Alhambra School District	84
Alondra Church of Christ	85
Apostolic Faith Home Assembly, Inc. (AFHA)	86
Baptist Church of the New Covenant	87
Bellflower Unified School District	88
California State University, Los Angeles	89
California State University, Northridge	90
Compton Community College	91
Downey Unified School District	92
Duarte, City of, Parks and Recreation Department	93
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El Monte City School District	97
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Holy Faith Episcopal Church	99
Long Beach City College	100
Long Beach Unified School District	101
Los Angeles Blacks in Nutrition and Dietetics (LA BIND)	102
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Pasadena Church of God	111
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Pomona Inland Valley Council of Churches (PIVCC): Food Security Outreach Initiative	115
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### **SHASTA COUNTY**

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### **VENTURA COUNTY**

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### **YOLO COUNTY**

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### **STATEWIDE**

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University of California, Davis, Center for Advanced Studies in Nutrition and Social Marketing (CASNSM)	189

# REGIONAL LEAD AGENCIES

## **5 A DAY-POWER PLAY! CAMPAIGN**

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### SOUTHERN COAST REGION

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**CALIFORNIA PROJECT LEAN****BAY AREA REGION** Page 22

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**CENTRAL VALLEY REGION** Page 48

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**GOLD COAST REGION** Page 50

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**GOLD COUNTRY REGION** Page 60

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**GREAT SOUTH REGION** Page 78

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**LOS ANGELES REGION** Page 104

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**NORTH CENTRAL COAST REGION** Page 130

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**NORTH COAST REGION** Page 136

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**ORANGE COUNTY REGION** Page 152

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**SAN FRANCISCO REGION** Page 158

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**SIERRA CASCADE REGION** Page 163

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**SOUTHERN COAST REGION** Page 177

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**LATINO 5 A DAY CAMPAIGN**

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**CENTRAL VALLEY REGION** Page 47

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**GREAT SOUTH REGION** Page 79

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**NORTH CENTRAL COAST REGION** Page 128

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# V. Appendices



## California Project LEAN (Leaders Encouraging Activity and Nutrition) and the *California Nutrition Network for Healthy, Active Families*

The twelve regions of California Project LEAN serve as Local Lead Agencies and a coordinating “umbrella” for the **California Nutrition Network’s** Local Incentive Awardees and Special Projects throughout California. In communities across the state, California Project LEAN’s regional coordinators convene local coalitions to promote nutrition and physical activity campaign messages through the media, grocery stores, and other channels. California Project LEAN’s Statewide Steering Committee includes health, university, industry, and non-profit representatives who serve in an advisory capacity.

### HISTORY

California Project LEAN began in 1987 as a pilot project in the Bay Area with a grant from the Henry J. Kaiser Family Foundation. In 1991, the California Department of Health Services assumed leadership of California Project LEAN and expanded its reach by funding regional programs across the state. California Project LEAN is administered by the California Department of Health Services and the Public Health Institute with funds from USDA’s Food Stamp Program through the *California Nutrition Network*, Cancer Research Section of the California Department of Health Services, Centers for Disease Control and Prevention, federal block grant, and The California Endowment.

As Local Lead agencies, the Project LEAN Regions:

- **Implement and evaluate community-based social marketing projects that promote healthy eating and physical activity at the Regional level.** The projects use research to determine community interventions that are centered around the needs and concerns of low-income consumers. Each project is unique and addresses the needs and concerns of consumers in that individual region.
- **Develop and maintain customer-based regional coalitions that promote nutrition and physical activity.** Coalition members include representatives from regional *Network*-funded Local Incentive Award projects, 5-a- Day *Power Play!*, and Latino 5 a Day, social service agencies, nutrition and food security agencies, and faith outreach groups, as well as other groups and individuals committed to serving low-income families.
- **Support and localize the statewide media and retail activities of *The California Nutrition Network* through strong relationships with media outlets within their area.** The Project LEAN Regions provide input for the design and placement of state produced media messages and materials, to assure that media and retail activities placed in venues will achieve the greatest reach into the low-income population in their region.
- **Conduct ongoing research and evaluation of local *Network* activities.** The Project LEAN Regions monitor the progress and success of their efforts to assure that activities are reaching the low-income population and are meeting its needs and concerns.

### California Project LEAN Programs

**Food on the Run:** California Project LEAN’s *Food on the Run* program is dedicated to increasing healthy eating and physical activity among underserved adolescents. The program focuses on strengthening

individual skills and knowledge while also working to influence the high school community and its school-based policies and environment to increase access to healthy foods and physical activity options. **Food on the Run** works with teens, parents, healthy eating and physical activity, and engage them in developing supportive policy solutions using *Playing the Policy Game*, *Jump Start Teens* and other resources.

**California Bone Health Campaign for Low-Income Latino Mothers:** Mexican American women suffer from osteoporosis in significant numbers (16%). In an effort to improve the bone health of Latinas and their school-age children, the **California Bone Health Campaign**, *Huesos Fuertes, Familia Saludable (Strong Bones, Healthy Family)*, promotes the consumption of one extra serving of 1% (low-fat) milk for low-income, Spanish-language dominant Latino mothers and their children. The campaign is comprised of two components. The marketing component utilizes paid Spanish-language radio and TV commercials, taste-tests of 1% milk at grocery stores, and marketing/PR at special community events. The promotora component trains lay community health workers (promotoras) to lead osteoporosis prevention education sessions for members of the target audience.

The main objectives of CPL's *California Bone Health Campaign (CBHC)* in Year 07 are:

- (1) To market the CBHC pilot study (held in Year 05) results to other health professionals and organizations. Evaluation of the pilot study showed that the marketing component paired with the promotora component as a strategy appears to have been a more effective approach for improving knowledge about osteoporosis and 1% milk, attitude about 1% milk, and consumption of 1% milk than the marketing efforts alone.
- (2) To implement the campaign in four California communities (Fresno, Santa Ana, Colton, Escondido). Analysis of the campaign roll-out interventions from Year 06 will be completed by March 2003. Campaign materials including the osteoporosis prevention brochure and promotora curriculum will be updated as needed and printed for the campaign. Implementation and evaluation plans for the campaign roll-out will be developed based on evaluation results of the pilot study, preliminary analysis of Year 06 campaign, and the resources of each community. For the Year 07 campaign, each community will be asked to complete both components (marketing and promotora components) of the campaign. As part of the intervention, they will be assisting with creating environmental change in their communities by working with local retailers to increase the availability and promotion of 1% milk. Training will be provided to community staff for data collection, conducting the promotora model, collecting milk sales data in the community, and also for spokespersons.

**The School Board Nutrition Policy Project:** California Project LEAN conducted formative research to develop a social marketing plan to motivate policy makers to examine and enact local school district policies that support healthy eating. Formative research gathered included:

- (1) a literature review to understand the importance of policy and its role in schools, (2) a report on coverage in the state's major newspapers to evaluate how the media covers adolescent nutrition policies, (3) interviews with school board members, superintendents and principals to understand barriers, perceptions, attitudes and motivations to address healthy eating issues in schools, and (4) a statewide school board and superintendent survey. Project goals include educating school board members in districts serving low-income students about the importance of nutrition policies, and to increase the number of school district policies that support healthy eating. A Nutrition Policy Handbook will be developed for school board members.

The project is a joint effort of ten California communities, the University of South Florida Prevention Research Center and the California School Board Association (CSBA). Key partners include the California Parent Teacher Association, and the California Department of Education.

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# California 5 a Day—for Better Health! Campaign



The *California 5 a Day Campaign* is a statewide initiative led by the California Department of Health Services and administered by the Public Health Institute in cooperation with the National 5 A Day Program of the National Cancer Institute (NCI). **Its purpose is to empower Californians to eat 5 to 9 servings of fruits and vegetables every day and be physically active at least 30 minutes a day for adults and 60 minutes a day for children.** The 5 a Day and physical activity behavioral objectives are designed to reduce the risk of chronic diseases, especially cancer, heart disease, and obesity. The targeted programs that operate within the *5 a Day Campaign* include:

## Children's 5 a Day—Power Play! Campaign

The *Children's 5 a Day—Power Play! Campaign* targets 9- to 11-year-old children and their families with the 5 a Day and physical activity messages. Based on social marketing principles, the *Campaign* is designed to motivate and empower children to eat at least 5 servings of fruits and vegetables and be physically active for 60 minutes every day, and to create environments in which practicing these behaviors is both easy and socially acceptable. Lead agencies in each of the eleven *5 a Day—Power Play!* regions receive funding to implement the *Campaign's* model through schools, community youth organizations, farmers' markets, supermarkets, foodservices/restaurants, and the media. The *Campaign* was formally evaluated and proven effective in significantly increasing fruit and vegetable consumption among children. Since the regional implementation began in 1998, the *Campaign* has reached over 600,000 of California's fourth- and fifth-grade children, and *5 a Day—Power Play!* television advertisements have reached over 75 percent of the target audience in each of the media markets in which it has aired. The *Campaign* is funded by the Food Stamp Program of the United States Department of Agriculture (USDA), The California Endowment (TCE), and the Governor's Buy California Initiative.



## Latino 5 a Day Campaign

The award-winning *Latino 5 a Day Campaign*, funded by TCE and USDA, uses a combination of culturally and linguistically appropriate mass media and community-based strategies to communicate the 5 a Day and physical activity messages to Latino adults and their families. The *Latino Campaign* airs Spanish and English television and radio advertisements, maintains a bilingual spokesperson program to support public relations activities, and operates a 5 a Day mobile billboard. The *Latino Campaign* also conducts interventions at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood stores, and provides educational materials to direct health service provider organizations and community groups throughout California. The components of the program were formally evaluated and proven effective in significantly increasing fruit and vegetable consumption among Latino adults. Since 1999, the *Campaign* has reached nearly 1 million Latino adults, and its television and radio advertisements have reached nearly 75 percent of the target audience in each of the media markets in which it has aired.

*It's So Easy.*

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## 5 a Day Retail Program

The *5 a Day Retail Program*, funded by USDA, conducts comprehensive merchandising and promotional activities with retail food outlets statewide in an effort to increase the purchase of fruits and vegetables among low-income Californians. Safeway, Albertsons, Ralphs, Vons, Save Mart, and numerous independent grocers are active 5 a Day partners. The in-store merchandising components of the program include point-of-sale materials and recipe cards; promotional activities, such as food demonstrations and retail-sponsored community events; and television and radio advertisements. The *Retail Program* also provides resource tools such as a CD-ROM containing advertising copy, graphics, health tips, and nutrition information that enable stores to create their own 5 a Day environment.



## New Programs!

### African American 5 a Day Campaign

The *African American 5 a Day Campaign*, funded by USDA, empowers thousands of low-income African American families to achieve better health through increased consumption of fruits and vegetables and physical activity. The *Campaign* conducts interventions at faith services, health fairs, farmers' markets, nutrition classes and supermarkets, airs television and radio advertisements, and develops culturally appropriate materials for use in reaching the African American population. Through statewide Faith Community Outreach Projects, the *Campaign* utilizes a combination of education, advocacy and policy development to promote the 5 a Day and physical activity messages. In 2002, a program evaluation revealed that the *Campaign* currently operates in 4 of the top 5 preferred delivery channels for the African American community (e.g., grocery stores, mass media, festivals, and churches).



### 5 a Day Worksite Program

The *5 a Day Worksite Program*, funded by the Preventive Health and Health Services Block Grant of the Centers for Disease Control and Prevention and USDA, is in the development phase of an outreach campaign designed to create worksite environments that support fruit and vegetable consumption and physical activity among low- and middle-income employees. In 2001 and 2002, a comprehensive literature review and program assessment was conducted and an Advisory Committee formed to provide guidance in program development and implementation. Formative research will be completed in Spring 2003 and the program components will be completed and ready for pilot testing in late Fall 2003.

### Preschool 5 a Day Plus Active Play! Campaign

The *Preschool 5 a Day Plus Active Play! Campaign*, funded by USDA, aims to increase consumption of fruits and vegetables and improve the levels of active play among California's low-income preschoolers. Paying particular attention to the important role of parents and childcare workers in affecting behavior change, the *Campaign* will work closely with strategic state- and community-level partners from the public, private and nonprofit sectors to support and enhance existing good practice and identify innovative new approaches, including curriculum development, environmental change, and public policy advocacy. During 2003, the *Campaign* will complete its formative research, create a social marketing plan, and develop program components.



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**2002-2003 (Year 07)**

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